

Evaluation of the Readability and Comprehensibility of Package Inserts for Antidiabetic Medications Available in the Middle East

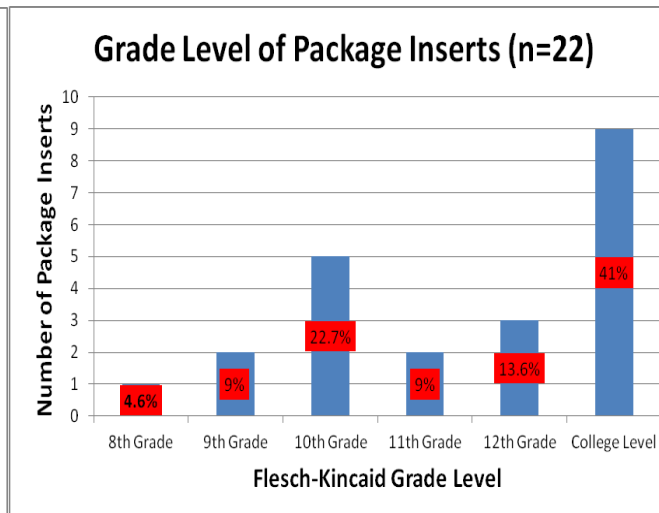
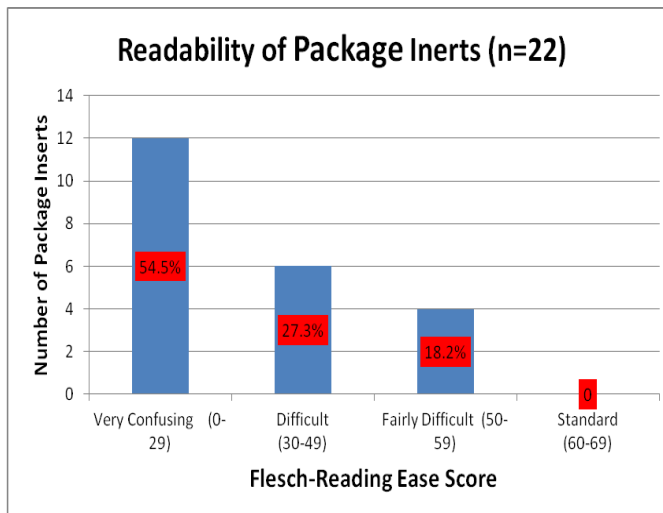
AIM:

To evaluate the readability and to assess the comprehensibility corresponding to the school grade level of package inserts (PIs) accompanying oral hypoglycemic agents (OHAs) marketed in the Middle East.

INTERVENTION:

- Twenty-two PIs of OHAs authorized for marketing in Middle East representing 50 pharmaceutical products were compiled and evaluated.
- Readability and the comprehensibility corresponding to school grade level of the 22 PIs were evaluated using Flesch Reading Ease (FRE) and Flesch-Kincaid Grade Level tests.
- Assessment of the PI languages to find the proportion of PIs available in local language.

RESULTS:



5 (22.7%) PIs English only, 3 (13.6%) Arabic+ English, 14 (63.6%) Arabic+ English+ Other

TEAM:

- Dr. Einas Abdoun.
- Emad Eldin Munsour.

PROJECT SPONSOR:

- Dr. Sara Darwish, Vice Chairperson, Medical Quality.

COAH:

- Assoc. Prof. Dr. Mohamed Azmi Ahmad Hassali.
- Asst. Prof. Dr. Ahmed Awaisu

CONCLUSIONS:

- All PIs studied were below standard for their readability and comprehensibility by consumers.
- >20% were not available in local language.

NEXT STEPS:

- There is a need to develop a patient-tailored Consumer Medicine Information (CMI) by incorporating the following elements:
 - Achieve FRE score of ≥ 60 .
 - Achieve Flesch-Kincaid level corresponding to 8th grade or below.
 - Available in local language.
- Monitor developed CMI, consider updates and modification.