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PATIENT-FOCUSED DRUG DEVELOPMENT  
GUIDANCE PUBLIC WORKSHOP

**Methods to Identify What is  
Important to Patients  
&  
Select, Develop or Modify  
Fit-for-Purpose Clinical Outcomes  
Assessments**

Workshop Date: October 15-16, 2018

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1  
2 **Attachment to Discussion Document for Patient-Focused Drug**  
3 **Development Public Workshop on Guidance 3:**

4 **SELECT, DEVELOP OR MODIFY FIT-FOR-PURPOSE**  
5 **CLINICAL OUTCOME ASSESSMENTS**

6

7 **APPENDICES**

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39 **Appendix 1: Information on a COA Reviewed by the FDA**  
40

41 The following topics represent areas that should be addressed in COA documents provided to the  
42 FDA for review. The extent of background information provided in each section will vary  
43 depending upon the COA used. Some sections may be less relevant for a particular COA  
44 application than others or may be less complete for discussions in early stages of medical  
45 product development. Refer to the content of this Discussion Document for additional  
46 information concerning the types of evidence needed in each of the following areas.  
47

48 If the COA information is provided electronically, it should be placed in section 5.3.5.3 of the  
49 electronic common technical document.<sup>1</sup>  
50

- 51 I. Instrument (review cannot begin without a copy of the proposed instrument and its  
52 scoring algorithm):  
53 A. Exact version of the instrument proposed or used in the clinical trial (protocol)  
54 under review and all instructions for use. Include screen shots or interviewer  
55 scripts, if relevant.  
56  
57 B. Prior versions, if relevant.  
58  
59 C. Instructions for use: An instrument user manual can be provided as Appendix A  
60 and referenced here.  
61 1. Timing, administration mode (e.g., self-, clinician-, or interviewer-  
62 administered) and data collection method (e.g., paper or pencil, electronic)  
63 2. The scoring algorithm  
64 3. Training method and materials  
65

- 66 II. Context of Use  
67 A. Identify the targeted study population, including a definition of the disease and  
68 selection criteria for clinical trials (e.g., baseline symptom severity, patient  
69 clinical and demographic characteristics, language/culture subgroups)  
70 B. Identify the targeted study design.  
71 C. Identify the targeted study objectives.  
72 D. Identify the endpoint definition and positioning (i.e., planned set of primary and  
73 secondary endpoints with testing hierarchy), if known.  
74 1. Relationships (known and hypothesized) among all clinical trial  
75 endpoints, both COA and non-COA.  
76 2. Hierarchy of all COA and non-COA endpoints intended to support claims  
77 corresponding with the planned data analyses.  
78

79 III. The COA's Conceptual Framework  
80

81 Diagram of hypothesized (proposed) or final COA conceptual framework showing  
82 relationship of items/tasks to domains and domains to total score. Ensure that the COA's

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<sup>1</sup> See the ICH guidance for industry *M2 eCTD: Electronic Common Technical Document Specification*

83 conceptual framework corresponds to the clinical trial endpoints described in the clinical  
84 trial protocol and proposed as labeling claims.

85  
86 IV. Content Validity Documentation

87  
88 Evidence that instrument captures all of the most clinically important concepts and items,  
89 and that items are complete, relevant (appropriate), and understandable to the patient.  
90 This evidence applies to both existing and newly created instruments and is specific to  
91 the planned clinical trial population and indication. Documentation includes:

92  
93 A. Literature review and documentation of expert input

94  
95 B. Qualitative study protocols, interview guides, and summary of results for:

- 96 1.Focus group testing (include transcripts in Appendix C)  
97 2.Open-ended patient interviews (include transcripts in Appendix C)  
98 3.Cognitive interviews (include transcripts in Appendix C)  
99

100 C. Origin and derivation of items with chronology of events for item generation,  
101 modification, and finalization

102  
103 Item tracking matrix for versions tested with patients showing items retained and  
104 items deleted providing evidence of saturation. Summarize here and include  
105 complete materials under Appendix B.

106  
107 D. Qualitative study summary that supports content validity for:

- 108 1.Item content  
109 2.Response options  
110 3.Recall period  
111 4.Scoring  
112

113 Summary of qualitative studies demonstrating how item pool was generated,  
114 reduced, and finalized. Specify type of study (i.e., focus group, patient interview,  
115 or cognitive interview) and characteristics of study population. Include full  
116 transcripts and datasets in Appendix C.  
117

118 V. Assessment of Other Measurement Properties

119  
120 Assuming content validity is established in the intended population and application,  
121 evidence that the instrument is reliable, valid, and able to detect change. The same  
122 version of the instrument to be used in the clinical trial should be used to assess  
123 measurement properties.  
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- A. Protocols for instrument testing
- B. Psychometric analysis plan to evaluate instrument measurement properties
  - Item descriptive statistics including frequency distribution of both item response and overall scores, floor and ceiling effect, and percentage of missing response
  - Inter-item relationships and dimensionality analysis (e.g., factor analysis or principal component analysis and evaluation of conceptual framework).
  - Item inclusion and reduction decisions, identification of subscales (if any), and modification to conceptual framework
  - Preliminary scoring algorithm (e.g. include information about evaluation of measurement model assumptions, applicable goodness-of-fit statistics). The scoring algorithm should also include how missing data will be handled.
  - Reliability
    - Test-retest (e.g., intra-class correlation coefficient)
    - Inter-rater (e.g. kappa coefficient)
    - Intra-rater (e.g., intra-class correlation coefficient)
    - Internal consistency (e.g. Cronbach’s alpha)
  - Construct validity
    - Convergent and discriminant validity (e.g., association with other instruments assessing similar concepts)
    - Known groups analysis (e.g., difference in scores between subgroups of subjects with known status)
  - Score reliability in the presence of missing item-level and if applicable scale-level data
  - Final instrument, conceptual framework, provisional scoring algorithm for exploratory use, and plans for further revision and refinement
- C. Summary of testing results for each domain or summary score proposed as support for claims:
  - 1.Descriptive statistics
  - 2.Reliability
  - 3.Construct validity
  - 4.Ability to detect change

VI. Interpretation of Scores

- A. Summary of the logic and methods used to interpret the clinical meaningfulness of clinical trial results
- B. Threshold(s) (e.g., a range of score change) that constitutes a clinically meaningful within-patient change (improvement and worsening) in scores in the target patient clinical trial population

- 172 VII. Language Translation and Cultural Adaptation  
173 A. Process used to translate and culturally adapt the instrument for populations that  
174 will use them in the trial  
175 B. Description of patient testing, language- or culture-specific concerns, and  
176 rationale for decisions made to create new versions.  
177 C. Copies of translated or adapted versions  
178 D. Evidence that content validity and other measurement properties are comparable  
179 between the original and new instruments  
180

181 VIII. Data Collection Mode

- 182 A. Process used to develop data collection modes (e.g., electronic, paper) intended  
183 for use in the clinical trial  
184  
185 If electronic data collection is used to assess COA endpoints, evidence that  
186 procedures for maintenance, transmission, and storage of electronic source  
187 documents comply with regulatory requirements.  
188  
189 B. Evidence that content validity and other measurement properties are comparable  
190 among all data collection modes  
191  
192 C. User manual for each additional data collection mode  
193

194 IX. Modifications

- 195  
196 Any change in the original instrument (e.g., wording of items, response options, recall  
197 period, use in a new population or indication)  
198  
199 A. Rationale for and process used to modify the instrument  
200  
201 B. Copy of original and new instruments  
202  
203 C. Evidence that content validity and other measurement properties in the modified  
204 instrument are fit-for-purpose for the new context of use.  
205

206 X. COA-Specific Plans Related to Clinical Trial Design and Data Analysis

- 207 A. Clinical trial protocol. Ensure in the protocol that:  
208 • Each COA endpoint is stated as a specific clinical trial objective and  
209 multiplicity concerns are addressed  
210 • The clinical trial will be adequately blinded  
211 • Procedures for training are well-described  
212 • Plans for instrument administration are consistent with instrument’s user  
213 manual  
214 • Plans for COA scoring are consistent with those used during instrument  
215 development  
216 • Procedures include assessment of COA endpoint before or shortly after a  
217 patient withdraws from the clinical trial

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- 227
- Frequency and timing of COA assessments are appropriate given patient population, clinical trial design and objectives, and demonstrated COA measurement properties
  - Clinical trial duration is adequate to support COA objectives
  - Plans are included for handling missing data
  - Plans are included for a cumulative distribution function comparison among treatment groups
  - Data collection, data storage, and data handling and transmission of procedures, including electronic COAs, are specified

228 B. Statistical analysis plan (SAP). Ensure the SAP includes:

- 229
- 230
- 231
- 232
- Plans for multiplicity adjustment
  - Plans for handling missing data at both the instrument and patient level
  - Description of how between-group differences will be portrayed (e.g., cumulative distribution function)

233

234 XI. Key References

235

236 List and attach all relevant published and unpublished documents

237

238 Appendix A — User Manual

239 Appendix B — Item Tracking Matrix

240 Appendix C — Transcripts (upon request)

241



242 **Appendix 2: Examples of Response Option Types**

243

244 **Table 1. Examples of Response Option Types**

<b>Type</b>	<b>Description</b>	<b>Potential Limitations</b>
Checklists	<ul style="list-style-type: none"> <li>• A response scale that allows respondents to provide multiple answers to a single item (i.e., respondent can check off all the choices that apply to them).</li> <li>• Checklists are commonly shown with square checkboxes</li> </ul> <p>Checklists can generate categorical data.</p>	<ul style="list-style-type: none"> <li>• Provides limited information</li> <li>• Checklists may not cover all of the possible responses; in these instances, free text may be needed</li> <li>• The use of checklists can impact data analysis, so careful consideration is needed when analyzing data from a multi-option variable</li> </ul>
Numeric rating scale	<ul style="list-style-type: none"> <li>• A response scale with numeric labels from which respondents are asked to choose from an ordered set of response options, for example, 1 to 10, coupled with anchors (words). Anchors can be put at the endpoints or at each point on the scale.</li> </ul> <p>Numeric rating scales can generate interval data.</p>	<ul style="list-style-type: none"> <li>• Potential decreased validity with lower extremes of age</li> </ul>
Pictorial scale	<ul style="list-style-type: none"> <li>• A response scale with a set of pictures applied to a set of response options (numeric or verbal labels).</li> <li>• Pictorial scales are often used in pediatric questionnaires but also have been used for patients with cognitive impairments and for patients who are otherwise unable to speak or write.</li> </ul> <p>Pictorial scales can generate ordinal and/or interval data.</p>	<ul style="list-style-type: none"> <li>• May not account for cultural and ethnic differences</li> <li>• Cannot be administered verbally</li> </ul>
Verbal rating scale	<ul style="list-style-type: none"> <li>• A response scale with verbal labels from which respondents</li> </ul>	<ul style="list-style-type: none"> <li>• Limited number of response categories</li> </ul>

Type	Description	Potential Limitations
	<p>are asked to choose from verbal descriptors, for example, “None/Mild/Moderate, Severe.”</p> <p>Verbal rating scales can generate ordinal data.</p>	<ul style="list-style-type: none"> <li>• Decreased validity in illiterate patients</li> <li>• Although distances between verbal descriptors on verbal rating scales appear equidistant, the actual observed distances may vary.</li> <li>• Only rank-order inferences can be made about the relative differences between two or more ratings.</li> </ul>
Visual analog scale (VAS)	<ul style="list-style-type: none"> <li>• A response scale represented by a line of fixed length (usually 100 mm) coupled with anchors (words) at the endpoints, which respondents indicate a position along the line between two endpoints. Anchors can also be positioned along the line (i.e., anchored or categorized VAS).</li> <li>• VAS can generate interval and/or ratio data.</li> </ul>	<ul style="list-style-type: none"> <li>• False sense of precision</li> <li>• Cannot be administered verbally</li> <li>• Higher rates of missing data (Dworkin et al., 2005; Hawker et al., 2011)</li> <li>• Inconsistencies with the length of VAS line (paper photocopying/printing differences, zooming in/out on electronic VAS line)</li> </ul>

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247 **Appendix 3: Measurement Properties Considered in the Review of COAs used in Clinical Trials**

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249 **Table 2. Measurement Properties Considered in FDA Review of COAs**

Measurement Property	Type	What Is Examined	FDA Review Consideration
Reliability	Test-retest reliability	Consistency of scores over time when no change is expected in the concept of interest	<ul style="list-style-type: none"> <li>• Time periods of assessment</li> <li>• Statistics and/or figures demonstrating the degree of agreement between scores (e.g., intra-class coefficient <math>\geq 0.70</math>)</li> <li>• Does the study design, disease condition (e.g., acute), or treatment effect (e.g., rapid acting) allow assessment of test-retest reliability?</li> </ul>
	Intra-rater reliability	Consistency of ratings from the same rater to multiple patients who are identified as the same in the concept of interest	<ul style="list-style-type: none"> <li>• Time periods of assessment</li> <li>• Statistics and/or figures demonstrating the degree of agreement between ratings</li> </ul>
	Inter-rater reliability	Agreement of ratings from the multiple raters to the same patient or patients who are identified as the same in the concept of interest	<ul style="list-style-type: none"> <li>• Time periods of assessment</li> <li>• Statistics and/or figures demonstrating the degree of agreement between ratings</li> </ul>
	Internal consistency	Extent to which items composing a scale measure the same concept	<ul style="list-style-type: none"> <li>• Statistics and/or figures demonstrating the degree of internal consistency among items (e.g., Cronbach's alpha <math>&gt; 0.70</math>)</li> </ul>
Validity	Content validity	Evidence that the COA measures the concept of interest including evidence from qualitative studies that the items and domains of an instrument are appropriate and comprehensive relative to its intended measurement	<ul style="list-style-type: none"> <li>• Derivation of all items</li> <li>• Literature review</li> <li>• Stakeholder input (e.g., patients, clinicians, caregivers)</li> <li>• Interview or focus group transcripts</li> <li>• Items derived from the transcripts</li> </ul>

Measurement Property	Type	What Is Examined	FDA Review Consideration
		concept, population, and use. Testing other measurement properties will not replace or rectify problems with content validity.	<ul style="list-style-type: none"> <li>• Composition of patients used to develop content</li> <li>• Cognitive interview transcripts to evaluate respondent understanding</li> </ul>
	Construct validity	Evidence that relationships among items, domains, and concepts conform to <i>a priori</i> hypotheses concerning logical relationships that should exist with measures of related concepts or scores produced in similar or diverse patient groups	<ul style="list-style-type: none"> <li>• Strength of correlation testing <i>a priori</i> hypotheses (convergent validity and/or discriminant validity)</li> <li>• Degree to which the COA score can distinguish among groups hypothesized <i>a priori</i> to be different (known groups analysis)</li> </ul>
Ability to detect change		Evidence that a COA score can identify differences in scores over time in individuals or groups (similar to those in the clinical trials) who have changed with respect to the measurement concept	<ul style="list-style-type: none"> <li>• Within person change over time</li> </ul>

251 **Appendix 4: Examples of Generic PGIS and PGIC Scales<sup>2</sup>**

252

253 Examples of Patient Global Impression of Severity (PGIS) Scales:<sup>3</sup>

254

Please choose the response below that best describes the severity of your <SYMPTOM/OVERALL STATUS/ETC.> over the past week.

- None
- Mild
- Moderate
- Severe

255

256

Please choose the response below that best describes the severity of your <SYMPTOM/OVERALL STATUS/ETC.> over the past week.

- None
- Mild
- Moderate
- Severe
- Very severe

257

258

259 Example of a Patient Global Impression of Change (PGIC) Scale:

260

Please choose the response below that best describes the overall change in your <SYMPTOM/OVERALL STATUS/ETC.> since you started taking the study medication.

- Much better
- A little better
- No change
- A little worse
- Much worse

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<sup>2</sup> Note: Global scales can be used for other types of COAs, however the instructions and question stems would need to be modified appropriately.

<sup>3</sup> The appropriateness of the PGIS scale used depends on the context of use (e.g., patient population). For example, sponsors should explore whether patients in the target patient population believe that going from “very severe” to “severe” would be considered a meaningful improvement.



264 **Appendix 5: Observer-Reported Outcome Assessment Use Throughout the Medical**  
265 **Product Lifecycle to Support Patient-Focused Outcome Measurement**

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267 **I. INTRODUCTION**

268

269 This discussion document attachment is intended to provide additional considerations for the  
270 development and implementation of an observer-reported outcome (ObsRO) that are not  
271 discussed in the Guidance 3 discussion document. This document will focus on input reported  
272 by observers other than clinicians or trained health care professionals. For general principles that  
273 can be broadly applied across all COAs, please refer to the Guidance 3 discussion document.

274

275 **II. BACKGROUND**

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277 While patient input is critical and provides meaningful information on clinical outcomes, there  
278 are instances where patient input cannot be obtained or reported reliably (e.g., young children,  
279 individuals with cognitive problems) and other stakeholder input is needed (e.g., clinician or  
280 other trained health care professional and/or primary caregiver(s)) to report and understand what  
281 is most valuable to assess in patients.

282 An ObsRO is a type of clinical outcome assessment that assesses observable signs, events or  
283 behaviors related to a patient's health condition and is reported by someone other than the patient  
284 or a health professional (e.g., a parent, caregiver, or someone who observes the patient in daily  
285 life). ObsROs are particularly useful for patients who cannot report for themselves (e.g., infants  
286 or individuals who are cognitively impaired). An ObsRO instrument does not rely on medical  
287 judgment or interpretation.

**Example**

*What are some examples of ObsRO instruments?*

- Rating scales completed by a caregiver, such as:
  - Acute Otitis Media Severity of Symptoms scale (AOM-SOS), a measure used to assess signs and behaviors related to acute otitis media in infants
  - Face, Legs, Activity, Cry, Consolability scale (FLACC), a measure used to assess signs and behaviors related to pain
- Counts of events recorded by a caregiver (e.g., observer-completed log of seizure episodes)

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291                   **III.    OBSERVER-REPORTED OUTCOME ASSESSMENTS IN MEDICAL**  
292                   **PRODUCT DEVELOPMENT**

293  
294                   **A.    General Considerations for ObsROs**

295  
296    *Who should report on the patient experience?* FDA generally recommends that the patient  
297 directly report on their experience with their disease or condition, unless the patient cannot  
298 reasonably be expected to reliably self-report (e.g., young children, individuals with cognitive  
299 problems, such as Alzheimer’s disease, etc.). In such cases a parent, caregiver, or someone who  
300 observes the patient in daily life may report on patient experience if it is observable (e.g., signs  
301 of disease or condition, events, behaviors, etc.).<sup>4</sup>

302  
303 Who the *reporter* is (i.e., the person who will be providing the patient experience information)  
304 may vary from patient to patient *within* the target population. Every effort should be made to  
305 ensure that all observer-reported assessments for a given subject are completed by the same  
306 individual throughout the study.

307  
308 Factors to consider when determining if self-report is feasible for patients include (but are not  
309 limited to):

- 310       • Age  
311       • Level of cognitive development (e.g., reading ability, numeracy)  
312       • Communication skills (e.g., verbal ability)  
313       • Health literacy  
314       • Insight  
315       • Disease of interest or concomitant illness affecting cognitive ability (including level of  
316 consciousness/awareness)

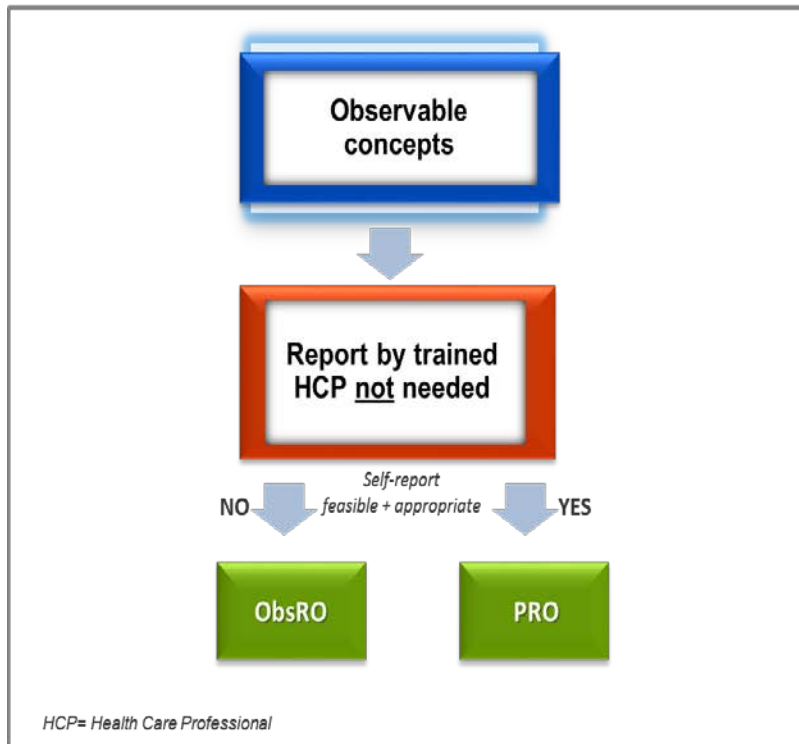
317  
318 If the concept of interest does not require report by a trained health-care professional, can be  
319 adequately captured only by observation in daily life (outside of a health care setting), and the  
320 patient cannot report for him- or herself, then an ObsRO should be considered. See [Figure 1](#).

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<sup>4</sup> FDA. (2015). Clinical Outcome Assessment (COA): Glossary of Terms. Retrieved March 11, 2018, from <https://www.fda.gov/drugs/developmentapprovalprocess/drugdevelopmenttoolsqualificationprogram/ucm370262.htm>



323 **Figure 1. Process to Select ObsRO<sup>5</sup>**



324  
325

326 **When to consider using both a PRO and ObsRO instrument?** In studies that include a wide  
327 range of patient age or disease severity groups (e.g., varying levels of cognitive impairment in a  
328 progressive disease), it may be necessary to administer both a PRO and an ObsRO instrument  
329 using similar forms of instruments measuring the same concepts.

330

331 Some key considerations for using both a PRO and ObsRO instrument include but are not  
332 limited to the following:

- 333
- 334 • Conduct qualitative research and assess measurement properties in each subgroup to  
335 determine whether the measurement concepts are the same and understood and  
336 interpreted similarly.
  - 337 • Establish criteria to determine when multiple reporters are needed (e.g., determine the  
338 minimal age limit at which children can provide reliable responses; determine minimal  
339 cognitive function at which individuals can provide reliable responses)
  - 340 • Engage with subject matter experts in specific disease areas to determine the  
341 appropriateness of self-report or an ObsRO and use of multiple reporters in the target  
342 population. (FDA, 2015).
  - 343 • Assess feasibility to use both a PRO and ObsRO in clinical trials, particularly  
multinational trials.

<sup>5</sup> This selection process may also be relevant for selection of COAs derived from mobile health technologies (e.g., activity monitors, sleep monitors).

## Example

**Scenario:** There is a rare itch condition that can manifest in infancy or early childhood, in which case, symptoms progress very quickly. However, some children show initial signs of the disease (e.g., even as late as the teen years) and their condition progresses more slowly. Nearly all children with this condition will require treatment before age 30.

***What type of COA should be used to measure itch in this population (ObsRO vs. PRO)?***

Since children ages 6 months to 7 years are not able to reliably and validly self-report on their itch symptoms, we rely heavily upon observer reports (e.g., parent, caregiver) of observable signs of itching in their children. An ObsRO instrument would best capture scratching events in younger children (as they often co-sleep with their children and closely monitor them or get reports on their itching throughout the day). A PRO instrument, on the other hand, would still be the best measure of itch symptoms (intensity) among older children (ages 8 and above) who can reliably and validly self-report on their own symptoms.

In instances where you have a wide range of ages in a clinical trial, both the ObsRO and PRO can be administered if a similar concept is being measured comparably across both instruments (e.g., scratching frequency). That is, the ObsRO can be administered across all ages and the PRO can be administered among older children and used as supportive data to help interpret the results of the ObsRO.

A digital monitoring device could also be potentially used for exploratory purposes to monitor the scratching experience with this condition.

344

345 ***What is the difference between an ObsRO and Proxy-reported outcome<sup>6</sup> instrument?*** An  
346 ObsRO instrument is limited to the assessment of observable signs and symptoms that can be  
347 reported from the perspective of a parent or caregiver. A proxy-reported outcome instrument is  
348 not an ObsRO instrument but is an assessment in which someone other than the patient reports  
349 on patient symptom experiences as if he or she is the patient. Proxy-reported outcome  
350 instruments are discouraged when measuring concepts that are only known by the patient (e.g.,  
351 symptoms) because they do not necessarily reflect how patients feel and function in daily life.  
352 FDA acknowledges that there are some instances where it is impossible to collect valid and  
353 reliable self-report data from the patient. However, in these instances, it is recommended that an  
354 ObsRO instrument be used, rather than a proxy-reported outcome instrument.

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<sup>6</sup><https://www.fda.gov/Drugs/DevelopmentApprovalProcess/DrugDevelopmentToolsQualificationProgram/ucm370262.htm>

**Example*****Examples of an ObsRO item versus a Proxy-reported item******ObsRO Items***

- “Based on what you observed/saw, please rate how fussy your child has been today”
- “Based on what you observed or what your child told you, how often did your child itch (i.e., scratch) from the time your child woke up today until now.”

***Proxy-reported Outcome Items***

- “How severe was your child’s pain from the time he/she woke up until right now?”
- “Please rate your child’s tiredness over the past 24 hours.”
- “My child felt wheezy and out of breath because of his/her asthma.”
- “My child felt sad when he/she had pain.”

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**IV. EVALUATION OF AN OBSERVER-REPORTED OUTCOME****A. Evidence of Content Validity**

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The ObsRO instrument should capture all the important and relevant aspects of the overall concept it is supposed to measure. Evidence may come from literature review, input from content area and measurement experts, and qualitative research in individuals who are representative of the population of responders (either the patient or the observer) who will be completing the assessment in clinical trials. Additionally, if the patient can discuss their experience with the disease or condition, sponsors can obtain direct input from the patient about the aspects of their condition that are important to them to inform the choice of concepts to be measured. Where possible, input from multiple sources (children or patients with impaired ability to communicate; parents or caregivers; clinicians, other experts) regarding significant signs, symptoms, and effects on daily living is important to consider when determining the appropriate concept(s) of interest to be measured.

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When behavioral manifestations of the same symptom vary by age or symptom severity group when a condition changes over time, it is very important to conduct interviews with clinicians with expertise in the disease or condition, caregivers, and/or patients to understand how to measure such symptoms over time or in study participants of different ages. This information can be used to adapt COAs for these variations. FDA recommends that sponsors engage in early discussions with the Agency whether the disease is sufficiently similar across the age groups to use common COAs.

## EXAMPLE

*Scenario:* Eosinophilic esophagitis is a chronic disease with signs and symptoms that differ by age. In infants, food refusal is commonly observed. Children often suffer from gastro-esophageal reflux-like symptoms: vomiting, dysphagia, and abdominal pain. Adolescents experience mostly dysphagia for solids and food impaction. Because of the different clinical presentations by age it will be important to measure the appropriate concept during the patient's experience over time with this condition.

381  
382 Please refer to the Guidance 3 discussion document **Section VIB of Guidance 3 discussion**  
383 **document** for further discussion about general considerations when generating evidence of  
384 content validity.

385  
386 1. Item and Content Generation

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388 ObsRO instructions and items should be designed in a way that observers (e.g., parents,  
389 caregivers) understand that they are to report only on observable signs, behaviors, and  
390 verbalizations made by the patient. Development of training and a standardized approach to  
391 assessment for the observer will also be critical. The same observer should complete the  
392 assessments throughout the trial.

393  
394 Please refer to **Section VIB.3 of Guidance 3 discussion document** for further discussion about  
395 general considerations when generating COA item and content.

396  
397 2. Recall Period (if applicable)

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399 It is important to assess, through cognitive interviews, whether parents or caregivers fully  
400 understand the recall period of an ObsRO instrument consistently across respondents. Refer to  
401 **Section VIB.3 of Guidance 3 discussion document** for further details on considerations for  
402 selecting appropriate recall periods for COAs.