

# A Brief Introduction to Pharmacovigilance (PV)

Pushpinder Kaur\*

Department of Pharmacy, All India Institute of Medical Sciences, New Delhi, India

## Perspective

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**\*For Correspondence:** Pushpinder Kaur, Department of Pharmacy, All India Institute of Medical Sciences, New Delhi, India;  
**E-mail:** Kaurpushpinder25@gmail.com

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## INTRODUCTION

Pharmacovigilance is the science and activities related to understanding, monitoring, detection of Adverse Drug Effects (ADRs) of medicines in humans. This research data has been generated from patient reported data through online ADR forms, Electronic Health Records (EHR), yellow card schemes and biomedical clinical trials. This data will be used for improvement of community health through the use of AI (Artificial intelligence). National Pharmacovigilance program is divided into various zonal, regional and peripheral zones in India, regulated by National Pharmacovigilance Advisory Committee based at Central Drugs Standard Control Organisation (CDSCO). The main objective of these reporting zones is to report ADRs at global level. Currently, Pharmacovigilance Program of India (PVPI) is working with National Coordination Centre (NCC) for reporting ADRs to Indian Pharmacopoeia Commission (IPC), Ghaziabad, UP. Some major challenges of Pharmacovigilance (PV) in India are lack of awareness, shortage of PV inspections, less resources to use new software programs like AI (Artificial intelligence) and Robotics. But Good Pharmacovigilance Practice (GPP) holds the key for future prospects for better clinical research, patient safety and regulatory compliance.

## DESCRIPTION

The concept of pharmacovigilance has evolved significantly since its inception. The thalidomide disaster in the late 1950's and early 1960's, where the use of thalidomide in pregnant women led to thousands of cases of birth defects, was a pivotal moment in the history of pharmacovigilance. This tragedy highlighted the need for rigorous drug safety monitoring and led to the establishment of formal pharmacovigilance systems worldwide. In response, many countries developed regulatory frameworks and established Adverse Drug Reaction (ADR) reporting systems to monitor the safety of medicines.

Over the years, pharmacovigilance has grown in scope and importance, expanding its focus from simply monitoring and reporting ADRs to a more comprehensive approach that includes signal detection, risk management, and proactive safety

measures. With the advent of new technologies, globalization of the pharmaceutical market, and the increasing complexity of drug development, pharmacovigilance has become an integral part of the healthcare system, ensuring that the benefits of medicines outweigh their risks.

### Key objectives of pharmacovigilance

The primary objective of pharmacovigilance is to safeguard public health by ensuring the safety and efficacy of medicinal products. This is achieved through several key activities:

- **Detection of Adverse Drug Reactions (ADRs):** One of the core functions of pharmacovigilance is the identification and documentation of ADRs. An ADR is defined as any unintended, harmful reaction to a drug that occurs at normal doses used for prophylaxis, diagnosis, or treatment. Monitoring ADRs helps in understanding the risk associated with a drug and in making necessary adjustments to its use.
- **Signal detection:** Pharmacovigilance involves the continuous monitoring of data from various sources, such as clinical trials, spontaneous reporting systems, and literature reviews, to detect "signals"—information that may indicate a new or unknown drug-related hazard. Signal detection is crucial for identifying potential risks early and taking appropriate action before widespread harm occurs.
- **Risk management and minimization:** Once potential risks are identified, pharmacovigilance plays a crucial role in developing and implementing risk management strategies. These may include updating drug labels with new safety information, restricting the use of certain drugs, or, in extreme cases, withdrawing a drug from the market. Risk minimization activities aim to reduce the likelihood of ADRs and enhance patient safety.
- **Post-marketing surveillance:** After a drug is approved and enters the market, post-marketing surveillance is conducted to monitor its long-term safety and effectiveness. This involves collecting data on ADRs from healthcare professionals, patients, and other stakeholders to ensure that any emerging safety concerns are promptly addressed.
- **Communication and education:** Pharmacovigilance also involves communicating safety information to healthcare professionals, patients, and the general public. Educating stakeholders about the risks and benefits of drugs is essential for promoting informed decision-making and encouraging the reporting of ADRs.

### Pharmacovigilance processes and systems

Pharmacovigilance operates through a well-defined process involving multiple steps:

- **Data collection:** The first step in pharmacovigilance is the collection of data related to drug safety. This can come from various sources, including spontaneous reports from healthcare professionals and patients, clinical trial data, and published literature. Spontaneous reporting systems, such as the WHO's VigiBase and national reporting systems like the FDA's MedWatch, are key tools for collecting ADR data.
- **Data analysis and signal detection:** Once data is collected, it is analyzed to identify patterns, trends, and potential safety signals. Signal detection involves statistical analysis to determine whether the reported ADRs are associated with the drug and if they warrant further investigation.
- **Risk assessment:** After a signal is detected, a thorough risk assessment is conducted to evaluate the severity, frequency, and causality of the ADRs. This assessment helps determine the level of risk posed by the drug and guides decision-making regarding risk management strategies.
- **Risk management and communication:** Based on the risk assessment, appropriate risk management measures are implemented. This may involve updating drug labels, issuing safety warnings, or conducting additional studies. Communication of these findings to healthcare providers and the public is essential to ensure that the information is used effectively to protect patients.
- **Regulatory actions:** Regulatory authorities, such as the FDA in the United States or the European Medicines Agency (EMA) in Europe, play a crucial role in pharmacovigilance. They review the data, make regulatory decisions, and enforce actions such as drug recalls or restrictions on use if necessary.

### Challenges and future directions in pharmacovigilance

While pharmacovigilance has made significant strides in improving drug safety, it faces several challenges in the modern healthcare landscape:

- **Globalization of drug markets:** The global distribution of drugs means that pharmacovigilance systems must operate across borders, requiring international collaboration and harmonization of safety standards.
- **Complexity of new therapies:** The development of complex biologics, gene therapies, and personalized medicines presents new challenges for pharmacovigilance, as these treatments may have unique safety profiles that require specialized monitoring.
- **Big data and artificial intelligence:** The integration of big data and artificial intelligence (AI) into pharmacovigilance offers opportunities for more efficient signal detection and risk assessment. However, the use of these technologies also raises questions about data privacy, accuracy, and the need for human oversight.
- **Underreporting of ADRs:** Despite the importance of ADR reporting, underreporting remains a significant issue. Efforts to increase awareness, simplify reporting processes, and encourage patient involvement are ongoing.
- **Balancing benefit-risk:** As new drugs are developed, the challenge of balancing their benefits against potential risks becomes increasingly complex. Pharmacovigilance must continuously evolve to address these challenges while maintaining its core mission of protecting public health.

### CONCLUSION

Pharmacovigilance is a vital component of modern healthcare, ensuring that the benefits of medicines outweigh their risks and that patients receive safe and effective treatments. Through the detection, assessment, and prevention of adverse drug reactions, pharmacovigilance contributes to the ongoing safety monitoring of medicines, from their development to post-marketing surveillance. As the field continues to evolve, embracing new technologies and addressing emerging challenges, pharmacovigilance will remain at the forefront of efforts to protect public health and improve patient outcomes. Its role in the healthcare system is indispensable, reflecting a commitment to safety, transparency, and the well-being of patients worldwide.