

**CENTER FOR DRUG EVALUATION AND
RESEARCH**

APPLICATION NUMBER:
22-474

PROPRIETARY NAME REVIEW(S)



**Department of Health and Human Services
Public Health Service
Food and Drug Administration
Center for Drug Evaluation and Research
Office of Surveillance and Epidemiology**

Date: August 2, 2010

To: Scott Monroe, MD, Director
Division of Reproductive and Urologic Products

Through: Carlos Mena-Grillasca, RPh, Team Leader
Denise P. Toyer, PharmD, Deputy Director
Division of Medication Error Prevention and Analysis (DMEPA)

From: Walter Fava, R.Ph., MSED., Safety Evaluator
Division of Medication Error Prevention and Analysis (DMEPA)

Subject: Proprietary Name Review

Drug Name(s): Ella (Ulipristal) Tablet
30 mg

Application Type/Number: NDA 022474

Applicant: Target Health Inc., for Laboratoire HRA Pharma

OSE RCM #: 2010-185

1 INTRODUCTION

This re-assessment of the proposed proprietary name responds to the anticipated approval of this NDA within 90 days from the date of this review. The Division of Medication Error Prevention and Analysis (DMEPA) found the proposed proprietary name, Ella, acceptable in OSE Review # 2009-2166, dated January 21, 2010. The Division of Reproductive and Urologic Products did not have any concerns with the proposed name, Ella, and the Division of Drug Marketing, Advertising and Communication (DDMAC) found the name acceptable from a promotional perspective on November 19, 2009.

2 METHODS AND RESULTS

For the proposed proprietary name, DMEPA staff searched a standard set of databases and information sources (see section 4) to identify names with orthographic and/or phonetic similarity to the proposed name that have been approved since the previous proprietary name review. We used the same search criteria previously used in OSE Review #2009-2166. Since none of the proposed product characteristics were altered we did not re-evaluate previous names of concern. Additionally, DMEPA searches the United States Adopted Names (USAN) stem list to determine if the name contains any USAN stems as of the last USAN updates. DMEPA bases the overall risk assessment on the findings of a Failure Mode and Effects Analysis (FMEA) of the proposed proprietary name, and focuses on the avoidance of medication errors.

The searches of the databases referenced in Section 4 did not yield any new names thought to look or sound similar to Ella and represent a potential source of drug name confusion.

DMEPA staff did not identify any United States Adopted Names (USAN) stems in the proposed proprietary name, Ella, as of July 30, 2010.

3 CONCLUSIONS AND RECOMMENDATIONS

The proprietary name risk assessment findings indicate that the proposed name, Ella, is not vulnerable to name confusion that could lead to medication errors nor is the name considered promotional. Thus, the Division of Medication Error Prevention and Analysis (DMEPA) has no objection to the proprietary name, Ella, for this product at this time.

DMEPA considers this a final review; however, if approval of the NDA is delayed beyond 90 days from the date of this review, the Division of Reproductive and Urologic Products should notify DMEPA because the proprietary name must be re-reviewed prior to the new approval date.

4 REFERENCES

1. OSE review # 2009-2166 dated January 21, 2010; Proprietary Name Review of Ella; Walter Fava, Safety Evaluator.

2. **Drugs@FDA** (<http://www.accessdata.fda.gov/scripts/cder/drugsatfda/index.cfm>)

Drugs@FDA contains most of the drug products approved since 1939. The majority of labels, approval letters, reviews, and other information are available for drug products approved from 1998 to the present.

Drugs@FDA contains official information about FDA approved brand name, generic drugs, therapeutic biological products, prescription and over-the-counter human drugs and discontinued drugs and “Chemical Type 6” approvals.

3. **USAN Stems** (<http://www.ama-assn.org/ama/pub/category/4782.html>)

USAN Stems List contains all the recognized USAN stems.

4. **CDER Proposed Names List**

Compiled list of proposed proprietary names submitted to the Division of Medication Error Prevention and Analysis (DMEPA) for review. The list is updated weekly and maintained by DMEPA.

Application Type/Number	Submission Type/Number	Submitter Name	Product Name
NDA-22474	ORIG-1	LABORATOIRE HRA PHARMA	Ella , Ulipristal Acetate

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/s/

WALTER L FAVA
08/02/2010

CARLOS M MENA-GRILLASCA
08/02/2010

DENISE P TOYER
08/02/2010



**Department of Health and Human Services
Public Health Service
Food and Drug Administration
Center for Drug Evaluation and Research
Office of Surveillance and Epidemiology**

Date: January 20, 2010

To: Scott Monroe, MD, Director
Division of Reproductive and Urology Products

Thru: Carlos Mena-Grillasca, RPh, Team Leader
Denise Toyer, PharmD, Deputy Director
Carol Holquist, RPh, Director
Division of Medication Error Prevention and Analysis (DMEPA)

From: Walter Fava, RPh, Safety Evaluator
Division of Medication Error Prevention and Analysis (DMEPA)

Subject: Proprietary Name Review

Drug Name(s): Ella (Ulipristal Acetate) Tablet
30 mg

Application Type/Number: NDA 022474

Sponsor: Target Health, Inc. for Laboratoire HRA Pharma

OSE RCM #: 2009-2166

***** Note: This review contains proprietary and confidential information that should not be released to the public.*****

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EXECUTIVE SUMMARY

Ella is the proposed proprietary name for Ulipristal Acetate Tablets. This proposed name was evaluated from a safety and promotional perspective based on the product characteristics provided by the Applicant. We sought input from pertinent disciplines involved with the review of this application and considered it accordingly. Our evaluation did not identify concerns that would render the name unacceptable based on the product characteristics and safety profile known at the time of this review. Thus, DMEPA finds the proposed proprietary name, Ella, acceptable for this product.

Additionally, if any of the proposed product characteristics as stated in this review are altered, DMEPA rescinds this finding and the name must be resubmitted for review. The conclusions upon re-review are subject to change.

1 BACKGROUND

1.1 INTRODUCTION

This review is written in response to a request from Target Health Inc., dated November 6, 2009 to evaluate the proposed proprietary name, Ella, for its potential to contribute to medication errors. The proprietary name, Ella, was evaluated to determine if the name could be potentially confused with other proprietary or established drug names. Additionally, the Applicant submitted container labels and carton labeling for review, which will be reviewed under separate cover (OSE Review #2009-2169).

1.2 PRODUCT INFORMATION

Ella (Ulipristal acetate) is an emergency oral contraceptive for the prevention of pregnancy following unprotected intercourse or a known or suspected contraceptive failure. The recommended dose of Ella is one tablet taken orally as soon as possible within 120 hours (5 days) after unprotected intercourse or a known or suspected contraceptive failure. Ella is supplied in a one tablet blister package and is stored at room temperature.

1.3 REGULATORY HISTORY

DMEPA previously reviewed this proposed proprietary name, Ella, under IND 049381 (OSE Review #2007-1597 dated August 4, 2009). We found the name conditionally acceptable at that time.

2 METHODS AND MATERIALS

Appendix A describes the general methods and materials used by the Division of Medication Error Prevention and Analysis (DMEPA) when conducting a proprietary name risk assessment for all proprietary names. Sections 2.1 and 2.2 identify specific information associated with the methodology for the proposed proprietary name, Ella.

2.1 SEARCH CRITERIA

For this review, particular consideration was given to drug names beginning with the letter 'E' when searching to identify potentially similar drug names, as 75% of the confused drug names reported by the USP-ISMP Medication Error Reporting Program involve pairs beginning with the same letter.^{1,2}

1 Institute for Safe Medication Practices. Confused Drug name List (1996-2006). Available at <http://www.ismp.org/Tools/confuseddrugnames.pdf>

2 Kondrack, G and Dorr, B. Automatic Identification of Confusable Drug Names. Artificial Intelligence in Medicine (2005)

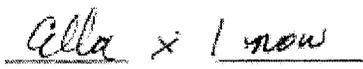
To identify drug names that may look similar to 'Ella', the DMEPA staff also considers the orthographic appearance of the name on lined and unlined orders. Specific attributes taken into consideration include the length of the name (four letters), upstrokes (3, capital letter 'E' and two lower case letters 'l'), downstrokes (none), and crosstrokes (one, capital letter 'E'). Additionally, several letters in Ella may be vulnerable to ambiguity when scripted (see Appendix B). As a result, the DMEPA staff also considers these alternate appearances when identifying drug names that may look similar to Ella.

When searching to identify potential names that may sound similar to Ella, the DMEPA staff searches for names with similar number of syllables (Two), stresses (EL-la and el-LA), and placement of vowel and consonant sounds. Pronunciation of Ella (el'ə) was provided by the Applicant. Additionally, the DMEPA staff considers that pronunciation of parts of the name can vary (See Appendix B). Furthermore, names are often mispronounced and/or spoken with regional accents and dialects, so other potential pronunciations of the name are considered.

2.2 FDA PRESCRIPTION ANALYSIS STUDIES

In order to evaluate the potential for misinterpretation of the proposed proprietary name in handwriting and verbal communication of the name, the following inpatient medication order, outpatient and verbal prescription was communicated during the FDA prescription studies.

Figure 1. Ella Study (conducted on November 23, 2009)

HANDWRITTEN REQUISITION MEDICATION ORDER	VERBAL PRESCRIPTION
<p data-bbox="191 919 529 953"><u>Inpatient Medication Order:</u></p> 	<p data-bbox="911 919 963 953">Ella</p> <p data-bbox="911 968 1141 1001">Use as directed #1</p>
<p data-bbox="191 1060 483 1094"><u>Outpatient Prescription:</u></p> 	

3 RESULTS

3.1 DATABASE AND INFORMATION SOURCES

The searches yielded a total of 22 names as having some similarity to the name Ella.

Fifteen of the 22 names (Excella, Emla, Kecella, Alli, Savella, Dial, Elavil, Alinia, Leena, Edex, Errin, Evista, Elase, Ellis Tonic, and (b) (4)) were thought to look like Ella. Two names, Activella and Rela, were thought to sound like Ella. The remaining five names (Ocella, Ellence, Ela, (b), and Allay) were thought to look and sound similar to Ella.

A search of the United States Adopted Name stem list on December 10, 2009 did not identify any United States Adopted Names (USAN) stem within the proposed name, Ella.

3.2 EXPERT PANEL DISCUSSION

The Expert Panel reviewed the pool of names identified by DMEPA staff (See Section 3.1 above) and noted no additional names thought to have orthographic or phonetic similarity to Ella. The EPD panel discussed the likelihood of a medication error resulting from a product name that also coincides with a patient name.

DDMAC had no concerns regarding the proposed name from a promotional perspective.

3.3 FDA PRESCRIPTION ANALYSIS STUDIES

A total of 24 practitioners responded. Twenty (n=20) respondents interpreted the name correctly as ‘Ella’, with correct interpretations occurring in both verbal and written studies. The remainder of the responses misinterpreted the drug name. The majority of misinterpretations occurred in the inpatient study, with three respondents interpreting the beginning letter ‘E’ as the letter ‘A’. One respondent in the outpatient study misinterpreted the last letter ‘a’ as the letter ‘o’. See Appendix C for the complete listing of interpretations from the verbal and written prescription studies.

3.4 COMMENTS FROM THE DIVISION OF REPRODUCTIVE AND UROLOGY PRODUCTS (DRUP)

3.4.1 Initial Phase of Review

In response to the OSE November 20, 2009 e-mail, the Division of Reproductive and Urology Products (DRUP) did not object to the proposed proprietary name Ella.

3.4.2 Midpoint of Review

On December 22, 2009 DMEPA notified the Division of Reproductive and Urology Products (DRUP) via e-mail that we had no objections to the proposed proprietary name Ella. Per e-mail correspondence from DRUP on December 22, 2009 they indicated they concur with our assessment of the proposed proprietary name, Ella.

3.5 SAFETY EVALUATOR RISK ASSESSMENT

Independent searches by the primary Safety Evaluator identified no additional names thought to look or sound similar and represent a potential source of confusion to Ella. The proprietary name, ‘Ela’, identified by Staff database searches, was determined to be part of the name for two models of cardiac pacemakers with the actual proprietary names, ‘ELA Rhapsody DR 2530’ and ‘ELA Rhapsody DR 2510’. Considering the entire proprietary name, and that prescriptions would not be associated with this medical device, the name was not evaluated further. Thus, we evaluated 21 names for their similarity to the proposed name.

4 DISCUSSION

DDMAC did not have any concerns with the proposed name from a promotional perspective. DRUP and DMEPA concurred with these findings. During the safety evaluation, DMEPA did not identify other features of the name besides names with potential similarity to Ella, that would render the name unacceptable.

DMEPA identified and evaluated a total of twenty-one names for their potential similarity to the proposed name, Ella. Nine of the names were previously reviewed in OSE Review 2007-1597 (see Appendix H). Since the product characteristics of Ella and these nine names have not changed since our previous review, these names were not re-reviewed. Of the remaining twelve names, nine names were determined to lack convincing orthographic and/or phonetic similarity to Ella, and therefore were not evaluated further (see Appendix D).

FMEA was then applied to determine if the proposed name, Ella, could potentially be confused with the remaining three names and lead to medication errors. This analysis determined that the name similarity between Ella was unlikely to result in medication errors with any of the three products for the reasons presented in Appendices E through G.

5 CONCLUSIONS AND RECOMMENDATIONS

The Proprietary Name Risk Assessment findings indicate that the proposed name, Ella, is not vulnerable to name confusion that could lead to medication errors, nor is it considered promotional. Thus the Division of Medication Error Prevention and Analysis (DMEPA) has no objection to the proprietary name, Ella, for this product at this time.

However, if any of the proposed product characteristics as stated in this review are altered prior to approval of the product, DMEPA rescinds this Risk Assessment finding and the name must be resubmitted for review. In the event that our Risk Assessment finding is rescinded, the evaluation of the name on resubmission is independent of the previous Risk Assessment, and as such, the conclusions on re-review of the name are subject to change. Furthermore, if the approval of this application is delayed beyond 90 days from the signature date of this review, the proposed name must be resubmitted for evaluation.

If you have further questions or need clarifications, please contact Maria Wasilik, OSE Project Manager at 301-796-0567.

5.1 COMMENTS TO THE APPLICANT

We have completed our review of the proposed proprietary name, Ella, and have concluded that it is acceptable.

The proposed proprietary name, Ella, will be re-reviewed 90 days prior to the approval of the NDA. If we find the name unacceptable following the re-review, we will notify you.

6 REFERENCES

1. ***Micromedex Integrated Index*** (<http://csi.micromedex.com>)

Micromedex contains a variety of databases covering pharmacology, therapeutics, toxicology and diagnostics.

2. ***Phonetic and Orthographic Computer Analysis (POCA)***

POCA is a database which was created for the Division of Medication Error Prevention and Analysis, FDA. As part of the name similarity assessment, proposed names are evaluated via a phonetic/orthographic algorithm. The proposed proprietary name is converted into its phonemic representation before it runs through the phonetic algorithm. Likewise, an orthographic algorithm exists which operates in a similar fashion.

3. ***Drug Facts and Comparisons, online version, St. Louis, MO***
(<http://factsandcomparisons.com>)

Drug Facts and Comparisons is a compendium organized by therapeutic course; it contains monographs on prescription and OTC drugs, with charts comparing similar products.

4. ***FDA Document Archiving, Reporting & Regulatory Tracking System [DARRTS]***

DARRTS is a government database used to organize Applicant and Sponsor submissions as well as to store and organize assignments, reviews, and communications from the review divisions.

5. ***Division of Medication Errors Prevention and Analysis proprietary name consultation requests***

This is a list of proposed and pending names that is generated by the Division of Medication Error Prevention and Analysis from the Access database/tracking system.

6. ***Drugs@FDA*** (<http://www.accessdata.fda.gov/scripts/cder/drugsatfda/index.cfm>)

Drugs@FDA contains most of the drug products approved since 1939. The majority of labels, approval letters, reviews, and other information are available for drug products approved from 1998 to the present. Drugs@FDA contains official information about FDA approved brand name, generic drugs, therapeutic biological products, prescription and over-the-counter human drugs and discontinued drugs and "Chemical Type 6" approvals.

7. ***Electronic online version of the FDA Orange Book*** (<http://www.fda.gov/cder/ob/default.htm>)

The FDA Orange Book provides a compilation of approved drug products with therapeutic equivalence evaluations.

8. ***U.S. Patent and Trademark Office*** (<http://www.uspto.gov>)

USPTO provides information regarding patent and trademarks.

9. ***Clinical Pharmacology Online*** (www.clinicalpharmacology-ip.com)

Clinical Pharmacology contains full monographs for the most common drugs in clinical use, plus mini monographs covering investigational, less common, combination, nutraceutical and nutritional products. It also provides a keyword search engine.

10. **Data provided by Thomson & Thomson's SAEGIS™ Online Service, available at**
(www.thomson-thomson.com)

The Pharma In-Use Search database contains over 400,000 unique pharmaceutical trademarks and trade names that are used in about 50 countries worldwide. The data is provided under license by IMS HEALTH.

11. **Natural Medicines Comprehensive Databases** (www.naturaldatabase.com)

Natural Medicines contains up-to-date clinical data on the natural medicines, herbal medicines, and dietary supplements used in the western world.

12. **Stat!Ref** (www.statref.com)

Stat!Ref contains full-text information from approximately 30 texts; it includes tables and references. Among the database titles are: Handbook of Adverse Drug Interactions, Rudolphs Pediatrics, Basic Clinical Pharmacology, and Dictionary of Medical Acronyms Abbreviations.

13. **USAN Stems** (<http://www.ama-assn.org/ama/pub/category/4782.html>)

USAN Stems List contains all the recognized USAN stems.

14. **Red Book Pharmacy's Fundamental Reference**

Red Book contains prices and product information for prescription, over-the-counter drugs, medical devices, and accessories.

15. **Lexi-Comp** (www.lexi.com)

Lexi-Comp is a web-based searchable version of the Drug Information Handbook.

16. **Medical Abbreviations Book**

Medical Abbreviations Book contains commonly used medical abbreviations and their definitions

APPENDICES

Appendix A:

FDA's Proprietary Name Risk Assessment considers the potential for confusion between the proposed proprietary name and the proprietary and established names of drug products existing in the marketplace and those pending IND, NDA, BLA, and ANDA products currently under review by the Center. DMEPA defines a medication error as any preventable event that may cause or lead to inappropriate medication use or patient harm while the medication is in the control of the health care professional, patient, or consumer. 3

For the proposed proprietary name, DMEPA staff search a standard set of databases and information sources to identify names with orthographic and phonetic similarity and hold a Center for Drug Evaluation and Research (CDER) Expert Panel discussion to gather professional opinions on the safety of the proposed proprietary name. DMEPA staff also conducts internal CDER prescription analysis studies. When provided, DMEPA considers external prescription analysis study results and incorporate into the overall risk assessment.

3 National Coordinating Council for Medication Error Reporting and Prevention.
<http://www.nccmerp.org/aboutMedErrors.html>. Last accessed 10/11/2007.

The Safety Evaluator assigned to the Proprietary Name Risk Assessment is responsible for considering the collective findings, and provides an overall risk assessment of the proposed proprietary name. DMEPA bases the overall risk assessment on the findings of a Failure Mode and Effects Analysis (FMEA) of the proprietary name, and focuses on the avoidance of medication errors.

FMEA is a systematic tool for evaluating a process and identifying where and how it might fail.⁴ DMEPA uses FMEA to analyze whether the drug names identified with orthographic or phonetic similarity to the proposed proprietary name could cause confusion that subsequently leads to medication errors in the clinical setting. DMEPA uses the clinical expertise of its staff to anticipate the conditions of the clinical setting where the product is likely to be used based on the characteristics of the proposed product.

In addition, the product characteristics provide the context for the verbal and written communication of the drug names and can interact with the orthographic and phonetic attributes of the names to increase the risk of confusion when there is overlap or, in some instances, decrease the risk of confusion by helping to differentiate the products through dissimilarity. Accordingly, the DMEPA staff considers the product characteristics associated with the proposed drug throughout the risk assessment because the product characteristics of the proposed may provide a context for communication of the drug name and ultimately determine the use of the product in the *usual* clinical practice setting.

Typical product characteristics considered when identifying drug names that could potentially be confused with the proposed proprietary name include, but are not limited to; established name of the proposed product, proposed indication of use, dosage form, route of administration, strength, unit of measure, dosage units, recommended dose, typical quantity or volume, frequency of administration, product packaging, storage conditions, patient population, and prescriber population. Because drug name confusion can occur at any point in the medication use process, DMEPA staff considers the potential for confusion throughout the entire U.S. medication use process, including drug procurement, prescribing and ordering, dispensing, administration, and monitoring the impact of the medication.⁵ DMEPA provides the product characteristics considered for this review in section one.

The Division of Medication Error Prevention and Analysis considers the spelling of the name, pronunciation of the name when spoken, and appearance of the name when scripted. DMEPA also compares the spelling of the proposed proprietary name with the proprietary and established name of existing and proposed drug products because similarly spelled names may have greater likelihood to sound similar to one another when spoken or look similar to one another when scripted. DMEPA staff also examines the orthographic appearance of the proposed name using a number of different handwriting samples. Handwritten communication of drug names has a long-standing association with drug name confusion. Handwriting can cause similarly and even dissimilarly spelled drug name pairs to appear very similar to one another. The similar appearance of drug names when scripted has led to medication errors. The DMEPA staff applies expertise gained from root-cause analysis of such medication errors to identify sources of ambiguity within the name that could be introduced when scripting (e.g., “T” may look like “F,” lower case ‘a’ looks like a lower case ‘u,’ etc). Additionally, other orthographic attributes that determine the overall appearance of the drug name when scripted (see Table 1 below for details). In addition, the DMEPA staff compares the pronunciation of the proposed proprietary name with the pronunciation of other drug names because verbal communication of medication names is common in clinical settings. If provided, DMEPA will consider the Applicant’s intended pronunciation of the proprietary name. However, DMEPA also considers a variety of pronunciations that could occur in the English language because the Applicant has little control over how the name will be spoken in clinical practice.

4 Institute for Healthcare Improvement (IHI). Failure Modes and Effects Analysis. Boston. IHI:2004.

5 Institute of Medicine. Preventing Medication Errors. The National Academies Press: Washington DC. 2006.

Table 1. Criteria used to identify drug names that look- or sound-similar to a proposed proprietary name.

Type of similarity	Considerations when searching the databases		
	Potential causes of drug name similarity	Attributes examined to identify similar drug names	Potential Effects
Look-alike	Similar spelling	Identical prefix Identical infix Identical suffix Length of the name Overlapping product characteristics	<ul style="list-style-type: none"> Names may appear similar in print or electronic media and lead to drug name confusion in printed or electronic communication Names may look similar when scripted and lead to drug name confusion in written communication
	Orthographic similarity	Similar spelling Length of the name Upstrokes Down strokes Cross-strokes Dotted letters Ambiguity introduced by scripting letters Overlapping product characteristics	<ul style="list-style-type: none"> Names may look similar when scripted, and lead to drug name confusion in written communication
Sound-alike	Phonetic similarity	Identical prefix Identical infix Identical suffix Number of syllables Stresses Placement of vowel sounds Placement of consonant sounds Overlapping product characteristics	<ul style="list-style-type: none"> Names may sound similar when pronounced and lead to drug name confusion in verbal communication

Lastly, the DMEPA staff also considers the potential for the proposed proprietary name to inadvertently function as a source of error for reasons other than name confusion. Post-marketing experience has demonstrated that proprietary names (or components of the proprietary name) can be a source of error in a variety of ways. Consequently, DMEPA considers and evaluates these broader safety implications of the name throughout this assessment and the medication error staff provides additional comments related to the safety of the proposed proprietary name or product based on professional experience with medication errors.

1. Database and Information Sources

DMEPA staff conducts searches of the internet, several standard published drug product reference texts, and FDA databases to identify existing and proposed drug names that may sound-alike or look-alike to the proposed proprietary name using the criteria outlined in Section 2.1. Section 6 provides a standard description of the databases used in the searches. To complement the process, the DMEPA staff use a computerized method of identifying phonetic and orthographic similarity between medication names. The program, Phonetic and Orthographic Computer Analysis (POCA), uses complex algorithms to select a list of names from a database that have some similarity (phonetic, orthographic, or both) to the trademark being evaluated. Lastly, the DMEPA staff review the USAN stem list to determine if any USAN stems are present within the proprietary name. The individual findings of multiple safety evaluators are pooled and presented to the CDER Expert Panel.

2. CDER Expert Panel Discussion

DMEPA conducts an Expert Panel Discussion to gather CDER professional opinions on the safety of the proposed product and the proposed proprietary name. The Expert Panel is composed of Division of Medication Errors Prevention (DMEPA) staff and representatives from the Division of Drug Marketing, Advertising, and Communications (DDMAC). The Expert Panel also discusses potential concerns regarding drug marketing and promotion related to the proposed names.

The primary Safety Evaluator presents the pooled results of the DMEPA staff to the Expert Panel for consideration. Based on the clinical and professional experiences of the Expert Panel members, the Panel may recommend the addition of names, additional searches by the primary Safety Evaluator to supplement the pooled results, or general advice to consider when reviewing the proposed proprietary name.

3. FDA Prescription Analysis Studies

Three separate studies are conducted within the Centers of the FDA for the proposed proprietary name to determine the degree of confusion of the proposed proprietary name with marketed U.S. drug names (proprietary and established) due to similarity in visual appearance with handwritten prescriptions or verbal pronunciation of the drug name. The studies employ healthcare professionals (pharmacists, physicians, and nurses), and attempts to simulate the prescription ordering process. The primary Safety Evaluator uses the results to identify orthographic or phonetic vulnerability of the proposed name to be misinterpreted by healthcare practitioners.

In order to evaluate the potential for misinterpretation of the proposed proprietary name in handwriting and verbal communication of the name, inpatient medication orders and/or outpatient prescriptions are written, each consisting of a combination of marketed and unapproved drug products, including the proposed name. These orders are optically scanned and one prescription is delivered to a random sample of the 123 participating health professionals via e-mail. In addition, a verbal prescription is recorded on voice mail. The voice mail messages are then sent to a random sample of the participating health professionals for their interpretations and review. After receiving either the written or verbal prescription orders, the participants send their interpretations of the orders via e-mail to DMEPA.

4. Safety Evaluator Risk Assessment of the Proposed Proprietary Name

The primary Safety Evaluator applies his/her individual expertise gained from evaluating medication errors reported to FDA, conducts a Failure Mode and Effects Analysis, and provides an overall risk assessment of name confusion. Failure Mode and Effects Analysis (FMEA) is a systematic tool for evaluating a process and identifying where and how it might fail.⁶ When applying FMEA to assess the risk of a proposed proprietary name, DMEPA seeks to evaluate the potential for a proposed proprietary name to be confused with another drug name because of name confusion and, thereby, cause errors to occur in the medication use system. FMEA capitalizes on the predictable and preventable nature of medication errors associated with drug name confusion. FMEA allows the Agency to identify the potential for medication errors due to orthographically or phonetically similar drug names prior to approval, where actions to overcome these issues are easier and more effective than remedies available in the post-approval phase.

In order to perform an FMEA of the proposed name, the primary Safety Evaluator must analyze the use of the product at all points in the medication use system. Because the proposed product is has not been marketed, the primary Safety Evaluator anticipates the use of the product in the usual practice settings by considering the clinical and product characteristics listed in Section one. The Safety Evaluator then analyzes the proposed proprietary name in the context of the usual practice setting and works to identify potential failure modes and the effects associated with the failure modes.

In the initial stage of the Risk Assessment, the Safety Evaluator compares the proposed proprietary name to all of the names gathered from the above searches, Expert Panel Discussion, and prescription studies, external studies, and identifies potential failure modes by asking:

“Is the proposed proprietary name convincingly similar to another drug name, which may cause practitioners to become confused at any point in the usual practice setting?”

An affirmative answer indicates a failure mode and represents a potential for the proposed proprietary name to be confused with another proprietary or established drug name because of look- or sound-alike similarity. If the answer to the question is no, the Safety Evaluator is not convinced that the names possess similarity that would cause confusion at any point in the medication use system, thus the name is eliminated from further review.

In the second stage of the Risk Assessment, the primary Safety Evaluator evaluates all potential failure modes to determine the likely *effect* of the drug name confusion, by asking:

“Could the confusion of the drug names conceivably result in medication errors in the usual practice setting?”

The answer to this question is a central component of the Safety Evaluator’s overall risk assessment of the proprietary name. If the Safety Evaluator determines through FMEA that the name similarity would not ultimately be a source of medication errors in the usual practice setting, the primary Safety Evaluator eliminates the name from further analysis. However, if the Safety Evaluator determines through FMEA that the name similarity could ultimately cause medication errors in the usual practice setting, the Safety Evaluator will then recommend the use of an alternate proprietary name.

⁶ Institute for Healthcare Improvement (IHI). Failure Mode and Effects Analysis. Boston. IHI:2004.

DMEPA will object to the use of proposed proprietary name when the primary Safety Evaluator identifies one or more of the following conditions in the Risk Assessment:

- a. DDMAC finds the proposed proprietary name misleading from a promotional perspective, and the Review Division concurs with DDMAC's findings. The Federal Food, Drug, and Cosmetic Act provides that labeling or advertising can misbrand a product if misleading representations are made or suggested by statement, word, design, device, or any combination thereof, whether through a PROPRIETARY name or otherwise [21 U.S.C 321(n); See also 21 U.S.C. 352(a) & (n)].
- b. DMEPA identifies that the proposed proprietary name is misleading because of similarity in spelling or pronunciation to another proprietary or established name of a different drug or ingredient [CFR 201.10.(C)(5)].
- c. FMEA identifies the potential for confusion between the proposed proprietary name and other proprietary or established drug name(s), and demonstrates that medication errors are likely to result from the drug name confusion under the conditions of usual clinical practice.
- d. The proposed proprietary name contains an USAN (United States Adopted Names) stem.
- e. DMEPA identifies a potential source of medication error within the proposed proprietary name. For example, the proprietary name may be misleading or, inadvertently, introduce ambiguity and confusion that leads to errors. Such errors may not necessarily involve confusion between the proposed drug and another drug product.

If DMEPA objects to a proposed proprietary name on the basis that drug name confusion could lead to medication errors, the primary Safety Evaluator uses the FMEA process to identify strategies to reduce the risk of medication errors. DMEPA is likely to recommend that the Applicant select an alternative proprietary name and submit the alternate name to the Agency for DMEPA to review. However, in rare instances FMEA may identify plausible strategies that could reduce the risk of medication error of the currently proposed name. In that instance, DMEPA may be able to provide the Applicant with recommendations that reduce or eliminate the potential for error and, thereby, would render the proposed name acceptable.

In the event that DMEPA objects to the use of the proposed proprietary name, based upon the potential for confusion with another proposed (but not yet approved) proprietary name, DMEPA will provide a contingency objection based on the date of approval. Whichever product, the Agency approves first has the right to use the proprietary name, while DMEPA will recommend that the second product to reach approval seek an alternative name.

The threshold set for objection to the proposed proprietary name may seem low to the Applicant. However, the safety concerns set forth in criteria a through e are supported either by FDA regulation or by external healthcare authorities, including the Institute of Medicine (IOM), World Health Organization (WHO), Joint Commission on Accreditation of Hospitals (JCOAH), and the Institute for Safe Medication Practices (ISMP). These organizations have examined medication errors resulting from look- or sound-alike drug names and called for regulatory authorities to address the issue prior to approval. Additionally, DMEPA contends that the threshold set for the Proprietary Name Risk Assessment is reasonable because proprietary drug name confusion is a predictable and a preventable source of medication error that, in many instances, the Agency and/or Applicant can identify and rectify prior to approval to avoid patient harm.

Furthermore, post-marketing experience has demonstrated that medication errors resulting from drug name confusion are notoriously difficult to rectify post-approval. Educational and other post-approval efforts are low-leverage strategies that have had limited effectiveness at alleviating medication errors involving drug name confusion. Applicants have undertaken higher-leverage strategies, such as drug name changes, in the past but at great financial cost to the Applicant and at the expense of the public welfare, not to mention the Agency's credibility as the authority responsible for approving the error-prone proprietary name. Moreover, even after Applicants' have changed a product's proprietary name in the post-approval phase, it is difficult to eradicate the original proprietary name from practitioners' vocabulary, and as a result, the Agency has continued to receive reports of drug name confusion long after a name change in some instances. Therefore, DMEPA believes that post-approval efforts at reducing name confusion errors should be reserved for those cases in which the potential for name confusion could not be predicted prior to approval. (See Section 4 for limitations of the process).

Appendix B: Letters with possible orthographic or phonetic misinterpretation

Letters in Name, Ella	Scripted may appear as	Spoken may be interpreted as
Capital 'E'	A, C, or F	Any vowel
Lower case 'l'	'b', 'd', 'e', or 'i'	w
Lower case 'a'	any vowel	any vowel

Appendix C: FDA Prescription Study Responses

Inpatient Medication Order	Outpatient Prescription	Voice Prescription
Ella	Ella	Ella
Ella	Ella	Ella
Alla	Ella	Ella
Alla	Ella	Ella
Ella	Ella	Ella
Ella	Ello	Ella
Ella		Ella
Alla		
Ella		
Ella		
Ella		

Appendix D: Proprietary names lacking convincing orthographic and/or phonetic similarity to Ella

Proprietary Name	Similarity to Ella
Excella	Look
Kecella	Look
Savella	Look
Dial	Look
Alinia	Look
Leena	Look
Evista	Look
(b) (4)	
Activella	Sound

Appendix E: Products which are discontinued and have no generic equivalent

Product Name	Similarity to Ella	Status
Elast (chloramphenicol and desoxyribonuclease and fibrinolysin)	Look	Discontinued

Appendix F: Products with orthographic similarity to Ella but with multiple differentiating product characteristics

Product name with potential for confusion	Similarity to Proposed Proprietary Name	Strength/Dosage form	Usual Dose	Other differentiating product characteristics
Ella (ulipristal acetate)	NA	30 mg tablet	One tablet orally within 120 hours following intercourse	NA
Edex (alprostadil)	Look	10 mcg, 20 mcg, 40 mcg for injection	2.5 mcg initially, increased by 2.5 mcg to 5 mcg, followed by 5 mcg to 10 mcg dose increases until desired response is achieved	Dosage form (tablet vs injectable) Route of administration (oral vs intracavernosal) Dose (one tablet vs X mcg)

Appendix G: Proprietary names for single strength products with look and/or sound-alike similarities to Ella

Proprietary name/strength/dosage form		Usual Dose:
Failure Mode: Name confusion	Causes (could be multiple)	Rationale that Minimizes Potential for Confusion
Ocella (drospirenone and ethinyl estradiol) 3 mg/30 mcg Tablet	Both single strength products, thus the strength is not needed in order to prescribe or dispense either product. Both names contain the letters 'ella'.	Orthographic differences between the names and differentiating product characteristics minimize the likelihood of medication errors in the usual practice setting. <i>Rationale:</i> The beginning letters capital 'E' vs 'O' are not orthographically similar. Additionally, the beginning letters 'Oc' in Ocella also makes it appear longer than 'Ella' when scripted. Frequency: One dose vs daily

Appendix H: Names previously identified (OSE Review 2007-1597 dated August 4, 2009) with unchanged product characteristics and therefore not reviewed further.

Proprietary Name	Similarity to Ella
Emla	Look
Alli	Look
Elavil	Look
Errin	Look
Ellis Tonic	Look and Sound
Rela	Look and Sound
Ellence	Look and Sound
Allay	Look and Sound
(b)	(b) (4)

Application Type/Number	Submission Type/Number	Submitter Name	Product Name
NDA-22474	ORIG-1	LABORATOIRE HRA PHARMA	Ella , Ulipristal Acetate

This is a representation of an electronic record that was signed electronically and this page is the manifestation of the electronic signature.

/s/

WALTER L FAVA
01/20/2010

CARLOS M MENA-GRILLASCA
01/21/2010

DENISE P TOYER
01/21/2010

CAROL A HOLQUIST
01/21/2010