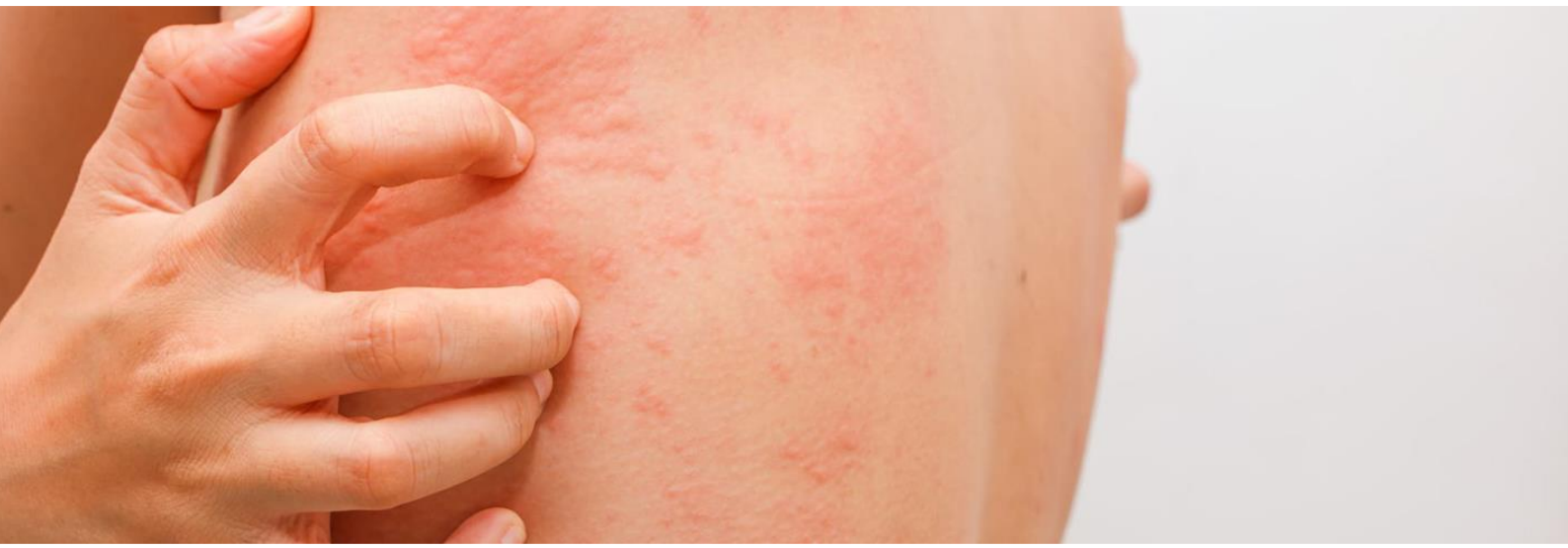
UNDERSTANDING THE PLACE OF BILASTINE TABLETS IN MANAGEMENT OF CHRONIC SPONTANEOUS URTICARIA



Content

Background and Objective of the Survey

Bilastine, a second-generation antihistamine, plays a significant role in the management of chronic spontaneous urticaria (CSU), offering effective symptom relief with a favorable safety profile. CSU, characterized by recurrent hives and itching without an identifiable external trigger, can significantly impair quality of life.

Bilastine works by selectively blocking histamine H1 receptors, thereby reducing the histamine-induced symptoms of urticaria such as itching, redness, and swelling. Its high specificity for H1 receptors minimizes the risk of side effects commonly associated with first-generation antihistamines, such as sedation and cognitive impairment. This makes bilastine particularly suitable for long-term management of CSU, where patient adherence and quality of life are paramount.

The recommended dose of bilastine for adults and adolescents over 12 years of age is 20 mg once daily. Clinical trials have demonstrated that bilastine effectively reduces the severity and frequency of urticaria symptoms, with improvements often noted within the first few days of treatment. Its rapid onset of action and 24-hour efficacy support once-daily dosing, which enhances patient compliance.

Bilastine's safety profile is notable, with studies showing no significant sedative effects and minimal impact on psychomotor performance. Unlike some other antihistamines, bilastine does not require dosage adjustment in patients with renal or hepatic impairment, simplifying its use in diverse patient populations.

The objective of the survey is:

To understand the place of bilastine tablets in management of chronic spontaneous urticaria

Methodology of the Survey

A survey was conducted to understand the place of bilastine tablets in management of chronic spontaneous urticaria. A total of 100 doctors from India participated in the survey.

Step 1: A literature search was done on the topic. Below topics were covered in the literature search

- Urticaria
- Role of histamine and the H_1 receptor subtype in IgE-mediated allergic diseases
- History of antihistamines
- Properties of the “ideal” antihistamine
- The ARIA guidelines stipulate
- Bilastine pharmacology
- Bilastine efficacy
- Bilastine safety
- Lack of sedation

Step 2: A survey questionnaire was prepared based on the literature search. The survey form was shared through the digital medium with physicians across India.

Step 3: Their responses were analyzed and the findings are provided in this survey analysis booklet.

Literature Review

Urticaria

Another common disease is urticaria. Patients with urticaria typically develop wheals (hives), angioedema, or both., Usually, about half of all patients with urticaria have associated angioedema. If the condition has a duration of <6 weeks, it is acute. If it persists for >6 weeks, or recurs, it is chronic. Symptoms of the disorder may endure for several months or years. The most frequent causes of acute urticaria, which may affect up to 15%–25% of all individuals at some stage in their lives, are viral infections (especially affecting the upper respiratory tract), food allergies, and drug adverse reactions. Physical effects, systemic disease, or long-term infection may also lead to urticaria/angioedema., In patients with chronic urticaria, the condition is often idiopathic (ie, has no discernible cause in ~55%–80% of cases); this is known as chronic spontaneous urticaria., The counterpart is chronic inducible urticaria, which is caused by physical stimuli such as cold, heat, sun, or pressure.

Unfortunately, there are limited data on the burden of urticaria in Asia Pacific. Internationally, chronic spontaneous urticaria is estimated to have a point prevalence of ~0.5%–1.0%.,, The peak age of occurrence is usually between 20 years and 40 years, and typical disease duration is 1–5 years, although this can be greater in many cases. As with allergic rhinitis, chronic urticaria is a devastating disorder that can have a major negative influence on a patient's quality of life, including vitality, sleep, mobility, and social life.,– Because of emotional distress, patients with chronic spontaneous urticaria often have anxiety, depression, and somatoform disorders. As a result, the societal burden of the condition is great in terms of both direct and indirect health care costs., The disorder is often managed improperly, for example, with the repetitive use of oral corticosteroids that have significant safety concerns.

Role of histamine and the H_1 receptor subtype in IgE-mediated allergic diseases

Histamine has a key role in the pathophysiology of allergic inflammation. After exposure to an allergen, specific antibodies of the IgE type are produced in genetically predisposed individuals. These interact with receptors on the surface of basophils and mast cells. The

consequence is a series of intracellular reactions culminating in exocytosis and the release of histamine and other inflammatory mediators such as platelet-activating factor and cytokines., Various drugs (eg, morphine) can also cause direct displacement of histamine from its storage granules.

The consequences of histamine release include receptor-mediated smooth muscle cell contraction in the gastrointestinal and respiratory tracts, sensory nerve stimulation, vasodilation, plasma extravasation, and cellular recruitment, for example, to urticarial lesions., These effects lead to, among other things, erythema, flushing, nasal congestion, and pruritus.

Besides its mediatory activity in the early allergic response, histamine contributes to the late allergic response by stimulating the production of cellular adhesion molecules, class II antigens, and cytokines.

Four principal histamine receptor subtypes exist: H_1, H_2, H_3, and H_4. These are G-protein-coupled receptors that transfer extracellular signals via G proteins, which act as intermediaries between cell surface receptors and intracellular second messengers. H_1 and H_2 receptors are widely distributed throughout the body, but the H_3 subtype is mainly located in the central nervous system (CNS) and the H_4 subtype in hematopoietic tissues. The allergic response is primarily mediated by the H_1 receptor subtype.

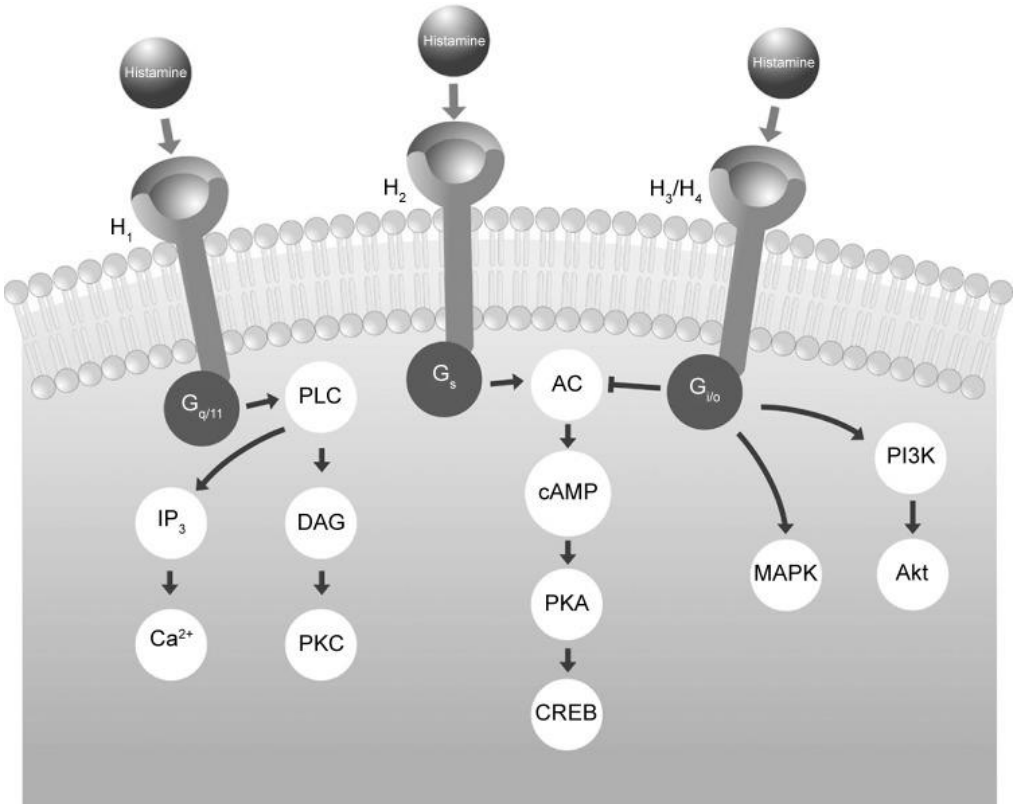


Figure 1. Intracellular signaling processes mediated by G-proteins after interaction of histamine with each receptor subtype.

Abbreviations: AC, adenylate cyclase; Akt, protein kinase B; cAMP, cyclic adenosine monophosphate; CREB, cAMP response element-binding protein; DAG, diacyl glycerol; IP_3, inositol triphosphate; MAPK, mitogen-activated protein kinase; PI3K, phosphoinositide 3-kinase; PKA, protein kinase A; PKC, protein kinase C; PLC, phospholipase C.

H_1 receptors are ubiquitous and are found in the adrenal medulla, CNS, endothelial and epithelial cells, heart, immune cells, sensory nerves, and smooth muscle. In the CNS, most of the postsynaptic actions of histamine are mediated by H_1 receptors. This leads to activity on sleep–wake cycles and probably explains the sedative effects noted with first-generation antihistamines that cross the blood–brain barrier. Via H_1 receptors, histamine also causes smooth muscle cell contraction in the gastrointestinal and respiratory tracts and stimulation of sensory nerves. Outcomes include pruritus, sneezing, increased vascular permeability, and edema.

Antihistamines are not structurally related to histamine and are not competitive antagonists of histamine binding to H_1 receptors; rather, antihistamines bind to different sites from histamine

on H_1 receptors. Therefore, these antihistamines are inverse agonists rather than receptor antagonists.,, They are referred to as "H_1 antihistamines" rather than "histamine antagonists".

When H_1 antihistamines are bound to H_1 receptors, they interfere with histamine action on sensory neurons and small blood vessels, directly downregulating allergic inflammation. This downregulation also takes place indirectly through transcription factor nuclear factor-κB and through calcium ion channels.

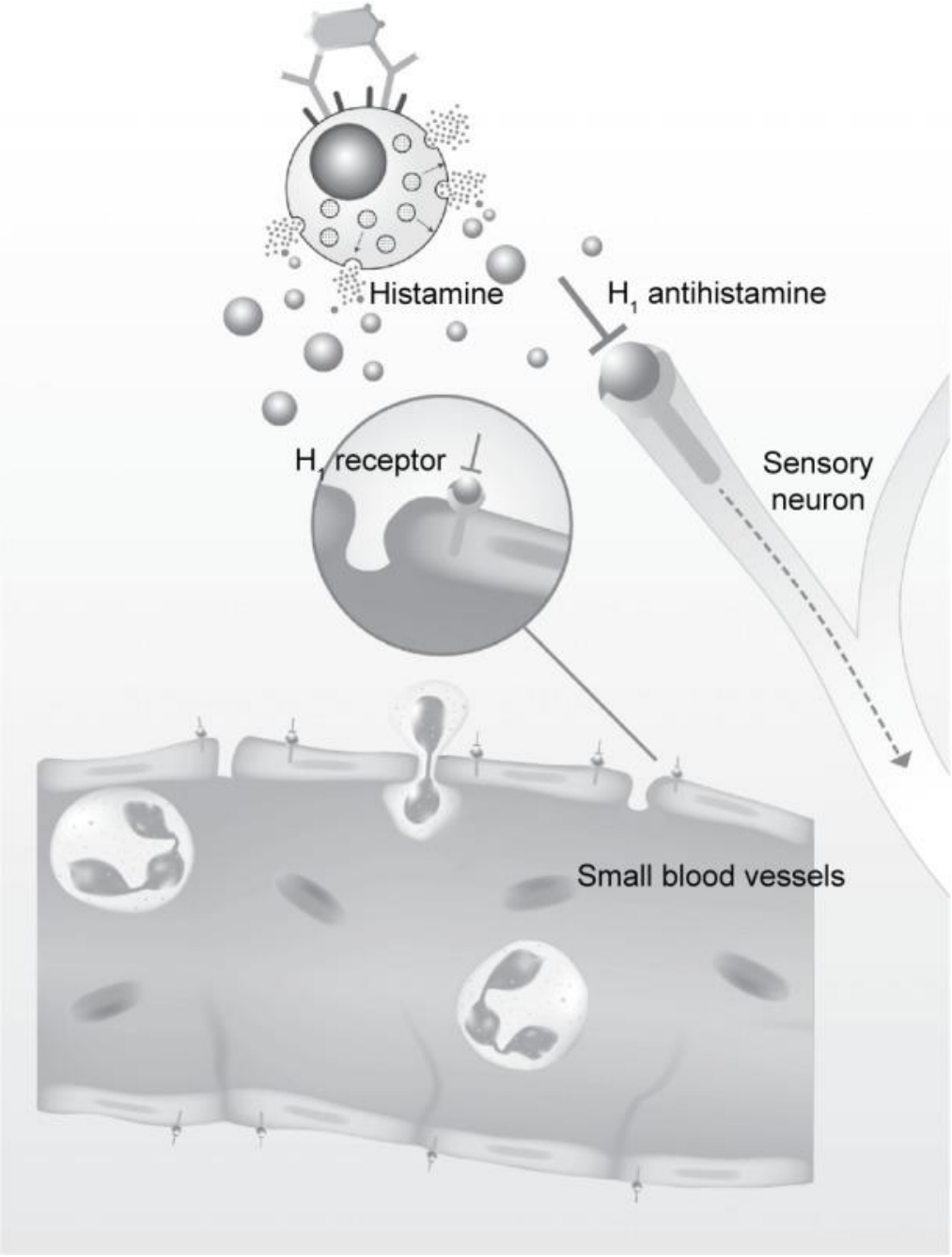


Figure 2. Direct downregulation of allergic inflammation by H_1 antihistamines.

History of antihistamines

Histamine was discovered in 1907 by Windaus and Vogt, after decarboxylation of the amino acid histidine.– Twenty years later, in 1927, Emanuel identified histamine as a constituent in normal tissues, notably the lungs, and in 1937, Bovet and Staub discovered antihistamines by demonstrating that synthesized agents could block the effects of histamine. A few years later, in 1942, the first antihistamine, phenbenzamine (Antergan), was introduced into commercial use.,, This was closely followed by diphenhydramine, brompheniramine, and chlorpheniramine in the mid-1940s, promethazine later that decade, and hydroxyzine in the 1950s.,

In 1957, Daniel Bovet received the Nobel Prize in Physiology or Medicine for his major therapeutic contribution. More specifically, this was for his discoveries that synthesized agents that inhibited the actions of various body substances, particularly on the vascular and musculoskeletal systems.

A key scientific discovery in the 1960s was that there was more than one type of histamine receptor, and in 1966, Ash and Schild suggested that the receptor blocked by antihistamines be called the H_1 receptor, and agents blocking it be called H_1 receptor antagonists.

Second-generation H_1 antihistamines were introduced in the 1980s. These agents represented a major enhancement in antihistamine development because they had no or only minimal sedative activity. Furthermore, they were highly selective for H_1 receptors and were devoid of anticholinergic activity. However, because of differences in drug specificity for active transporter proteins (eg, *P*-glycoprotein [*P*-gP]) across the blood–brain barrier, some second-generation agents may enter the CNS to a greater extent than others., Cetirizine, desloratadine, and loratadine, especially at high dosages, are potentially more sedating than fexofenadine and levocetirizine.,

Another major drawback for some second-generation agents was documentation in the late 1990s of significant cardiotoxicity. That is, astemizole and terfenadine were shown to block the delayed rectifier K^+ current (I_{Kr}), which is essential for cardiac repolarization. This gave rise to the potential for QT interval prolongation and life-threatening ventricular arrhythmias such as torsade de pointes. Such cardiotoxic potential is now well established and has been extensively reviewed. In most countries, astemizole and terfenadine have now been withdrawn from the market.,,,

The evolution of second-generation antihistamines was essentially based on experimentation with, and modification of, forerunning first-generation compounds. Further modifications then led to the introduction of other second-generation agents: for example, stereoselective investigation led to levocetirizine, and the knowledge of metabolism pathway of loratadine led to the development of desloratadine. A recent development is the dual platelet activator factor and histamine H_1 receptor antagonist rupatadine, which undergoes extensive hepatic metabolism to produce active metabolites, including desloratadine.,

However, bilastine is a novel, benzimidazole–piperidine derivative that is a highly selective H_1 antihistamine., Unlike certain other antihistamines, it is a distinct chemical entity and not derived structurally from other compounds in this class., It has been commercially available internationally since March 2011.

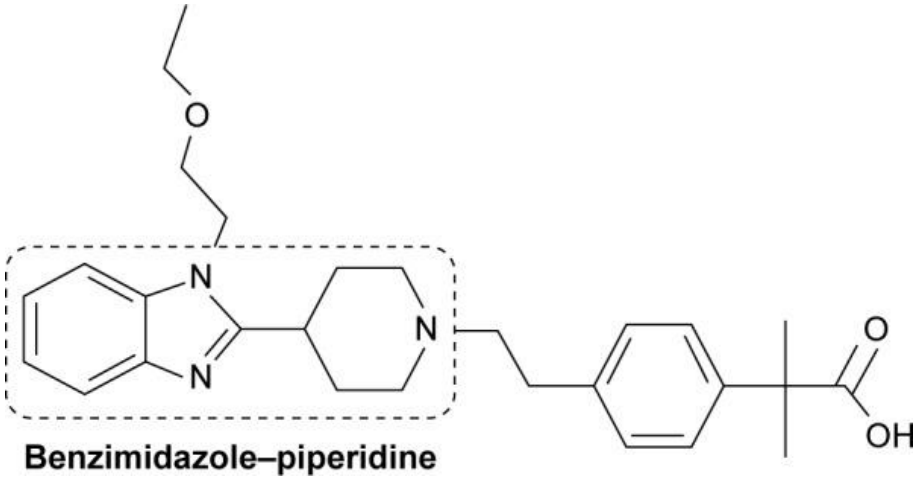


Figure 3. Chemical structure of bilastine.

Properties of the "ideal" antihistamine

The ARIA guidelines stipulate that before a physician prescribes pharmacotherapy, the following pertinent factors should be considered: the efficacy, safety and cost-effectiveness of treatment, patient preference, the goals of treatment, anticipated adherence to treatment, disease severity, and control, as well as the presence of concurrent conditions. An extension of this is that the guidelines also provide a detailed list of "properties that should be met by oral H_1-antihistamines". Fundamental among these properties are potent and selective blocking activity at H_1 receptors, a rapid onset and long duration of action, efficacy in allergic

rhinoconjunctivitis, and against all symptoms, including nasal obstruction, no interaction with cytochrome P450 (CYP 450), no sedative activity or cognitive or psychomotor impairment, no anticholinergic activity, no cardiac safety concerns, and no potential for tachyphylaxis.

Table 1. Requirements of the ideal oral H_1 antihistamine

Pharmacological properties	**Efficacy**	**Side effects**
Potent and selective activity at H_1 receptors **Other antiallergic activity**	Effective in both intermittent and persistent allergic rhinitis	No sedation or cognitive or psychomotor impairment
No clinically relevant pharmacokinetic interactions with food, medication, or intestinal proteins	Effective against all nasal symptoms, including obstruction	No anticholinergic activity No weight gain
No interaction with cytochrome P450	Improves ocular symptoms	No cardiac safety concerns
No interaction with other diseases (thereby avoiding toxic reactions)	Studies should be conducted in young children and elderly patients to assess efficacy	Potential use in pregnancy and breastfeeding Studies should be conducted in young children and elderly patients to assess safety Prospective postmarketing safety analyses should be performed
Pharmacodynamics		
Rapid onset of action		
Long duration of action permitting once-daily dosing		
No potential for tolerance development (tachyphylaxis)		

As outlined in the following sections, bilastine – as a modern, second-generation H_1 antihistamine – has the highest number of desired features for a modern antihistamine according to international ARIA guidelines.

Table 2. Clinical profile differences between various second-generation H_1 antihistamines[a]

Characteristic	**Bilastine**	**Cetirizine**	**Desloratadine**	**Ebastine**	**Fexofenadine**	**Levocetirizine**	**Loratadine**
H_1 receptor selectivity	+++	+	++	++	+	++	+
Affinity for $H_{2/3}$ receptors	±	±	±	+	±	±	±
Metabolism	Not metabolized	±	+++	+++	±	++	+++
t_{max} (hours)	1.3	1.0	3.0	2.6–4.0 (carebastine metabolite)	1–3	0.9	1.0–1.5
$t_{1/2\beta}$ (hours)	14.5	10.0	27.0	15–19 (carebastine metabolite)	11–15	7.9	8.4
Indicated for allergic rhinoconjunctivitis?	✓	✓/✗ (some but not all	✗	✗	✗	✗	✗

		formulations)					
Indicated for allergic rhinitis?	✓	✓	✓	✓	✓	✓	✓
Indicated for urticaria?	✓	✓	✓	✓	✓	✓	✓
Pediatric indication?	✗ (ongoing studies)	✓ (children 6–12 years)	✓ (children ≥1 year)	✓ (children ≥2 years)	✓ (children ≥3 years)	✓ (children ≥2 years)	✓ (children ≥2 years)
Dosage adjustment in renal impairment?	✗	✓ (in moderate to severe)	Caution (severe impairment)	Caution	✗	✓ (in moderate-to-severe)	✗
Dosage adjustment in hepatic impairment?	✗	✓ (if concomitant renal dysfunction)	Not mentioned	Caution (in mild to moderate)	✗	✓ (if concomitant renal dysfunction)	✓ (severe disease)
Dosage adjustment in elderly?	✗	✗ (if renal function OK)	Not mentioned	✗	✗	✓ (for concomitant moderate-to-severe renal impairment)	✗

Interaction with food?	✓ (give on empty stomach)	✗	✗	✗	Not mentioned	✗	✗
Use in pregnancy and lactation?	Caution (very limited data)	Caution	✗	✗	✗	Caution	✗
Clinically relevant drug interactions?	✗	✗	✗	Caution	Yes (antacids)	Unlikely (no available data)	Potential (with inhibitors of CYP3A4 and CYP2D6)
Interaction with alcohol?	✗	Caution	✗	✗	Not mentioned	Caution	✗
Can patients drive and operate machinery (ie, lack of sedative potential)?	✓ (caution: drowsiness)	✓ (check drug response when intending to drive)	✓ (caution: drowsiness)	✓ (caution: somnolence)	✓ (impairment unlikely)	✓ (check drug response when intending to drive)	✓ (caution: drowsiness)
Contraindications	None	Severe renal	None	Severe hepatic	None	Severe renal	None

		impairment		impairment		impairment	
Number of ARIA recommended antihistamine properties[b]	10	6	6.5	6.5	9.5	6.5	6.5

Notes:

[a]Data obtained from Summary of Product Characteristics for each individual compound (available from).

[b]Score is derived from ARIA recommended antihistamine properties. (0.5 is given for each characteristic where "caution" is recommended). ±, negligible; +, mild; ++, moderate; +++, marked.

Abbreviations: t_{max}, time to peak plasma concentration; $t_{1/2\beta}$, elimination half-life; ARIA, Allergic Rhinitis and its Impact on Asthma; CYP, cytochrome P450.

Bilastine pharmacology

Preclinical trials

For any new chemical entity with potential for therapeutic use, initial in vitro and in vivo preclinical studies are needed to fully characterize the compound's pharmacological profile. If efficacy is confirmed, and no major safety or toxicity concerns are identified, progression can continue to phase I clinical studies in healthy volunteers and then to Phase II–III clinical trials in the proposed indication.

With novel antihistamines (eg, bilastine), a specific goal of in vitro studies is to confirm that the test agent has marked selectivity – high affinity for histamine H_1 receptors, but minimal effects at receptors for other mediators and amines. Thus, bilastine (inhibition constant [K_i] 44 nM) was shown to dose-dependently inhibit ^{3}H-pyrilamine binding to H_1 receptors in the

guinea pig cerebellum, with an affinity approximately threefold greater than that of cetirizine (K_i 143 nM) and fivefold greater than that of fexofenadine (K_i 246 nM). Similar findings were obtained in a human embryonic kidney cell line (K_i 64 nM). Additional in vitro trials demonstrated that bilastine had no significant antagonist activity at a diverse range of other receptors: H_2, H_3, and H_4, 5-HT_{2A}, bradykinin B_1, leukotriene D_4, N-type voltage-dependent calcium receptors, α_1- and β_2-adrenoceptors, and M_1–M_5 muscarinic receptors.

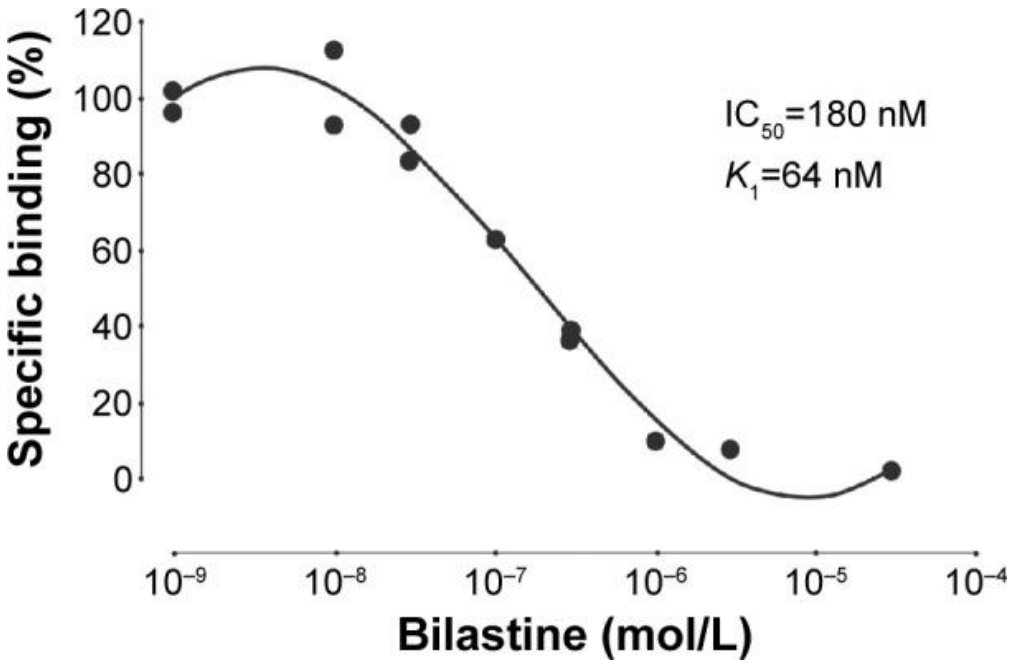


Figure 4. Affinity of bilastine to human H_1 receptors expressed in HEK-293 cell.

In in vivo studies, bilastine showed antihistaminic activity in various animal models and produced the following effects: reduced histamine-induced capillary permeability in rats, reduced microvascular leakage from guinea pig trachea and rat dorsal skin, and reduced histamine-induced bronchospasm and histamine- and compound 48/80-induced lethality in guinea pigs., In these respects, bilastine had effects similar to those of cetirizine but was more potent than fexofenadine.,

Other antiallergic effects of bilastine were demonstrated in various rodent models. Specifically, bilastine reduced vascular permeability mediated by passive cutaneous anaphylaxis in rats and reduced IgG-dependent active cutaneous anaphylaxis. In mice, bilastine reduced IgE-dependent active cutaneous anaphylaxis and the passive Arthus reaction induced by ovine red

blood cells. Again, the magnitude of these effects was similar to that produced by cetirizine and superior to that produced by fexofenadine.

Pharmacokinetic profile

Bilastine is rapidly absorbed after oral administration. In rats, its onset of antihistaminic action is ~30 minutes post-dose, the maximum clinical effect persists from 30 minutes to 8 hours postdose, and the drug has a prolonged duration of action (≥16 hours).

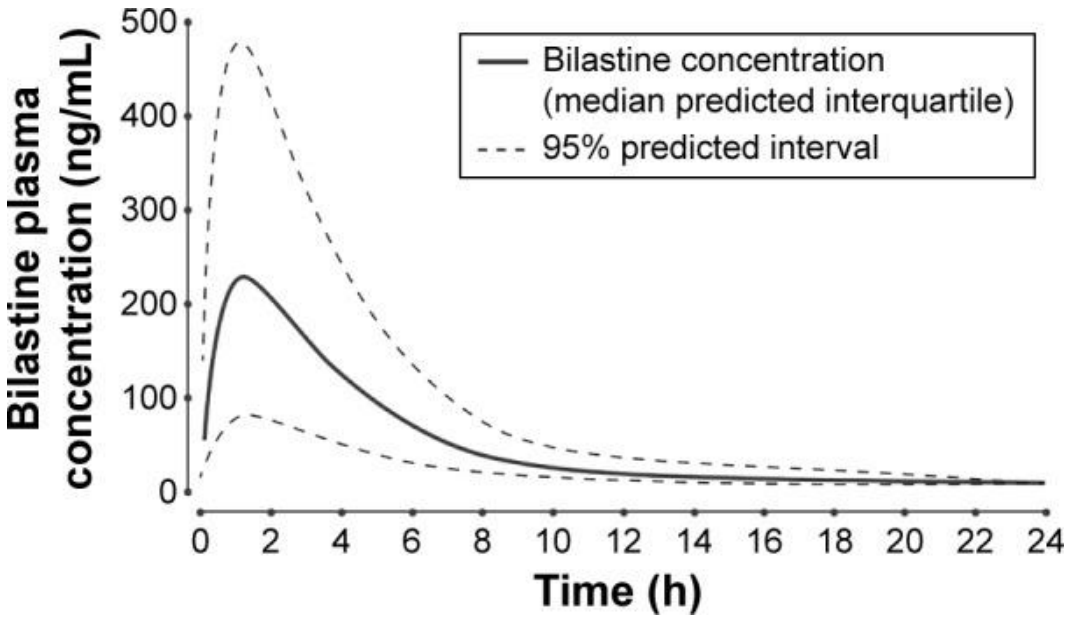


Figure 5. Predicted and observed plasma concentration–time profile after oral administration of a single 20 mg dose of bilastine to healthy volunteers.

In healthy volunteers given a single oral dose of bilastine 20 mg, the mean peak plasma concentration (C_{max}) was 220 µg/L, attained at 1.3 hours postdose (t_{max}). The apparent volume of distribution (V_d) was 1.29 L/kg, terminal elimination half-life ($t_{1/2\beta}$) was 14.5 hours, and total plasma clearance was 18.1 L/h; bilastine was 84%–90% bound to plasma proteins.

The oral bioavailability of bilastine is ~60%. However, in healthy volunteers given a single 20 mg dose, concurrent food intake reduced bioavailability by 30% (high-fat meal) or 25% (low-fat meal) relative to fasting conditions. Concomitant ingestion of grapefruit juice also reduced bilastine bioavailability by 30%. Therefore, it is recommended that bilastine be taken in the

fasting state.

As previously outlined, and as listed in ARIA guidelines, one of the key qualities of an ideal oral H_1 antihistamine is to have no interaction with CYP 450. However, some oral H_1 antihistamines (eg, loratadine, rupatadine) are extensively transformed to active metabolites by the CYP system in the liver. This creates significant potential for drug–drug interactions. Importantly, bilastine does not interact significantly, either as an inhibitor or as a inducer, with the CYP enzyme system in vitro, and it does not undergo significant metabolism in humans. Approximately 95% of an oral bilastine dose is excreted unchanged in the urine (28%) and feces (67%). This elimination profile markedly reduces the potential for metabolic drug–drug interactions.

Oral bilastine can be administered to patients independently of glomerular filtration rate. No dosage adjustments are needed in patients with mild, moderate, or severe renal impairment. However, in patients with moderate–severe renal insufficiency who are being treated with P-gP inhibitors, such as cyclosporine, diltiazem, erythromycin, ketoconazole, or ritonavir, bilastine should not be administered; these inhibitors may increase plasma bilastine levels and lead to increased potential for adverse events.

As this agent is not metabolized and is excreted largely unchanged, hepatic impairment is not expected to increase systemic exposure above the safety margin of the drug. Therefore, no dosage adjustment is needed in patients with hepatic impairment.

Bilastine is a substrate for several transporter proteins in the P-gP and organic anion-transporter protein class. These transporters have a significant influence on the pharmacokinetic profile of various drugs since P-gP can be considered as an efflux pump, whereas organic anion-transporter proteins can facilitate drug uptake. Bilastine has shown a high affinity for the P-gP efflux pump; this effect restricts transit across the blood–brain barrier and limits the potential for sedation.,

Differences between the transporter protein-binding profiles of second-generation antihistamines may explain some of the substantial differences in clinical activity and tolerability that exist between agents in this class. Further research in this area is clearly warranted. Indeed, transporter protein interactions might ultimately explain important clinical differences, such as the potentially longer duration of action for bilastine over fexofenadine.

Bilastine efficacy

The bilastine clinical trial program was designed before the publication of the 2001 ARIA guidelines, so the patient inclusion criteria were based on the former classification of seasonal and perennial allergic rhinitis.

Seasonal allergic rhinitis

In two multicenter, randomized, double-blind, placebo-controlled trials in a total of 1,402 patients with seasonal allergic rhinitis, the efficacy of bilastine was compared with that of cetirizine and desloratadine.

In one trial, over a 2-week treatment period, bilastine and cetirizine displayed similar efficacy: both compounds significantly reduced total symptom score (TSS = nasal symptom score [NSS] + nonnasal symptom score [NNSS]), relative to placebo. The percentage decrease from baseline in NSS (for nasal obstruction, rhinorrhea, sneezing, and itching) was significantly greater (P<0.001) with bilastine (−42.4%) and cetirizine (−48.2%) than placebo (−26.9%). The same was true for NNSS (for ocular tearing, redness, and itching): corresponding percentage changes from baseline were −49.8%, −51.0%, and −27.6%.

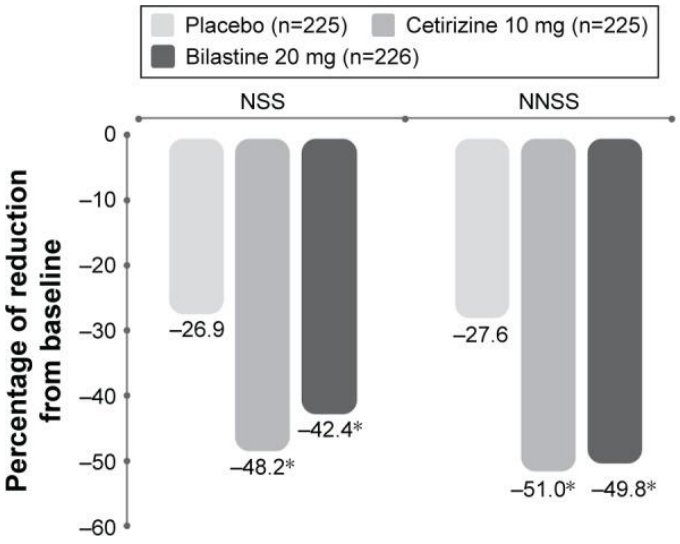


Figure 6. Percentage decrease from baseline in NSS and NNSS in a randomized, double-blind, placebo-controlled study of bilastine versus cetirizine in patients with seasonal allergic rhinitis.

Note: *P<0.001 versus placebo. NSS, nasal symptom score; NNSS, nonnasal symptom score.

In the other trial, similar results to the first study were obtained for bilastine and desloratadine versus placebo over a 2-week treatment period. Regarding the primary study end point – area under the curve of TSS (AUC_{TSS}) – the mean value was significantly lower ($P<0.001$) for bilastine (98.4) and desloratadine (100.5) than for placebo (118.4).

In a Vienna Challenge Chamber study performed outside the pollen season in 75 individuals with asymptomatic seasonal allergic rhinitis, an antihistamine or placebo was administered immediately before allergen challenge. The three antihistamines tested, bilastine, cetirizine, and fexofenadine, were all significantly effective ($P<0.001$) regarding percentage mean decrease in total NSS versus placebo at all time points, including early (1–4 hours) and late (22–26 hours) after dosing. However, at the latter time point, bilastine ($P=0.0012$) and cetirizine ($P<0.001$) were both significantly more effective than fexofenadine. As already mentioned, this suggests that bilastine and cetirizine have a longer duration of action than fexofenadine.

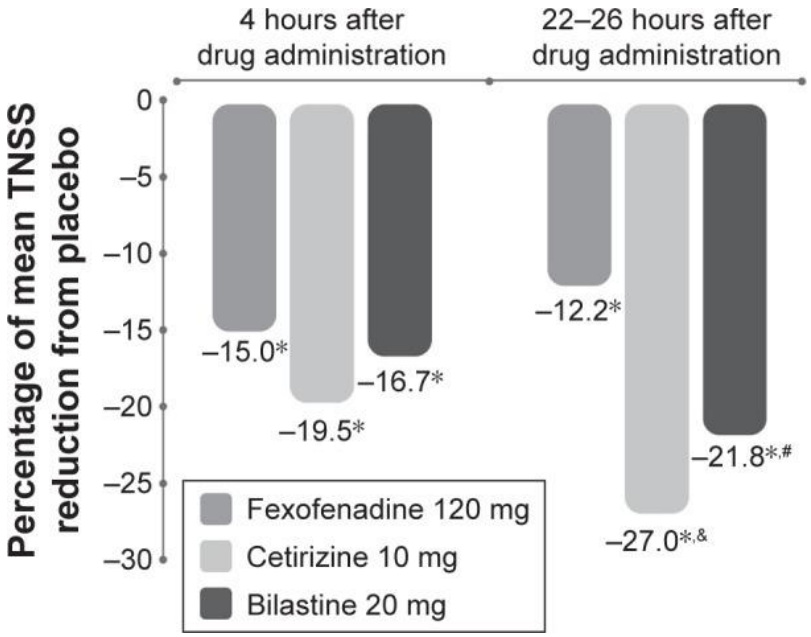


Figure 7. Effects of three antihistamines on TNSS in a Vienna Challenge Chamber study performed in 75 individuals with asymptomatic seasonal allergic rhinitis.

Notes: *$P<0.001$ versus placebo, #$P=0.0012$ for bilastine versus fexofenadine, &$P<0.001$ for cetirizine versus fexofenadine. TNSS, total nasal symptom score.

Bilastine is indicated for allergic rhinoconjunctivitis, whereas not all antihistamines have this specific indication. An analysis of bilastine clinical trials showed that this agent was significantly more effective than placebo at relieving ocular symptoms (P<0.001), including both reflexive and instantaneous symptoms (itching, tearing, and conjunctival redness).

Perennial allergic rhinitis

A randomized, double-blind, placebo-controlled trial, conducted in Europe, Argentina, and South Africa, compared the efficacy of bilastine with that of cetirizine and placebo over 4 weeks in 651 patients with perennial allergic rhinitis; in an open-label, extension phase, 513 patients were treated with bilastine 20 mg once daily for 12 months, the longest analysis to date with any antihistamine. There was no statistically significant difference between groups in AUC_{TSS} from baseline to day 28. However, there was a region-specific effect: primary efficacy was significantly better in the antihistamine versus placebo groups in Europe and Argentina (P=0.039). Conversely, no significant difference was evident in South Africa, where patients reported a relatively high placebo response rate. During the open-label extension phase, bilastine significantly reduced TSS, NSS, NSS without blocked symptoms, NNSS, and constituent symptoms after both the patients' and investigators' assessments. The long-term extension phase of this study also demonstrated that bilastine was safe and well tolerated during extended use.

The proven efficacy of bilastine in perennial allergic rhinitis is important for physicians in the Southeast Asian region, given the high proportion of patients who have persistent allergic rhinitis in this part of the world.,

Urticaria

A 4-week, multicenter, randomized, double-blind, placebo-controlled study compared the efficacy of bilastine with that of levocetirizine in a total of 525 patients with chronic idiopathic urticaria. Bilastine and levocetirizine were similarly effective and both significantly more effective than placebo (P<0.001), in reducing mean TSS (for pruritus severity, number of wheals, and maximum size of wheals) over 2 weeks and 4 weeks. Significantly greater improvements than placebo were noted regarding reduction in Dermatology Life Quality Index score: bilastine −9.45 (P<0.001), levocetirizine −8.94 (P<0.001), and placebo −5.93.

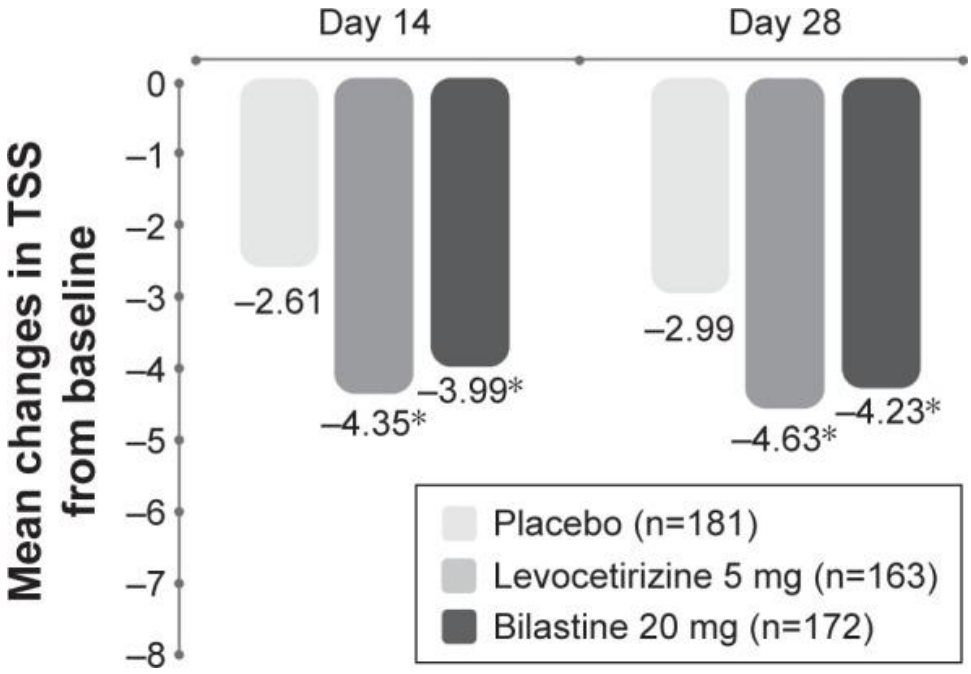


Figure 8. Mean decreases in TSS during 4 weeks' administration of bilastine or levocetirizine to patients with chronic spontaneous urticaria.

Notes: *P<0.001 versus placebo. TSS, total symptom score.

Bilastine is more effective than cetirizine at limiting the early allergic response, according to the results of a study in volunteers. Volunteers received a single oral dose of bilastine 20 mg, cetirizine 10 mg, or placebo, before provocation of a cutaneous wheal and flare response. At 1.5 hours after the provocation, there was significantly greater inhibition of the wheal and flare response among those who received bilastine than in those who received cetirizine or placebo (P<0.02).

While spontaneous urticaria is the most common form,, ~25% of patients with urticaria have an inducible form. Bilastine has been evaluated at a range of doses, from the recommended dose of 20 mg to four times this dosage (ie, 80 mg once daily) in a randomized, double-blind, placebo-controlled, 7-day study in patients with acquired cold urticaria. A response rate (percentage of patients symptom free) of 60% was obtained. The incidence of adverse events at all bilastine doses (20 mg, 40 mg, and 80 mg) was similar to placebo, demonstrating that bilastine is well tolerated even at doses two or four times higher than the recommended daily dose. Further research is needed to demonstrate its efficacy in other inducible forms of

urticaria, which may include urticaria induced by pressure, heat, sun exposure, exercise, or contact with specific allergens.

The use of supratherapeutic doses of bilastine in the study of patients with cold urticaria is consistent with international guideline recommendations. Joint guidelines from the European Academy of Allergy and Clinical Immunology (EAACI), the Global Allergy and Asthma European Network (GA^2LEN), the European Dermatology Forum (EDF), and the World Allergy Organization (WAO) now clearly stipulate that "modern second generation H_1-antihistamines are to be used as first line treatment of urticaria." In addition, these guidelines recommend "a trial of up to fourfold dose of modern second generation H_1-antihistamines as second-line in the algorithm of treatment." The aim of this recommendation is to attain complete control of symptoms since more than one-third of patients with chronic urticaria are refractory to standard-dosage antihistamine therapy.

A comparison of clinical trial data for second-generation antihistamines in chronic urticaria suggests that this bilastine dosage (80 mg/d) is significantly more effective than supratherapeutic dosages of desloratadine and levocetirizine. However, use of these compounds at four times higher than standard doses is certain to raise safety concerns among some physicians. For instance, the sedative potential of cetirizine, desloratadine, and loratadine will likely be markedly greater than that of bilastine, fexofenadine, and levocetirizine., Concerns at high dosage may also manifest about the potential for QTc prolongation, particularly given the unfavorable history of astemizole and terfenadine. However, bilastine at therapeutic and supratherapeutic doses in healthy volunteers had no significant influence on ventricular repolarization. Bilastine doses of 20 mg and 100 mg had no clinically significant effect on QTc interval. Bilastine 20 mg was also administered with ketoconazole and had no effect on QTc interval when used in combination.

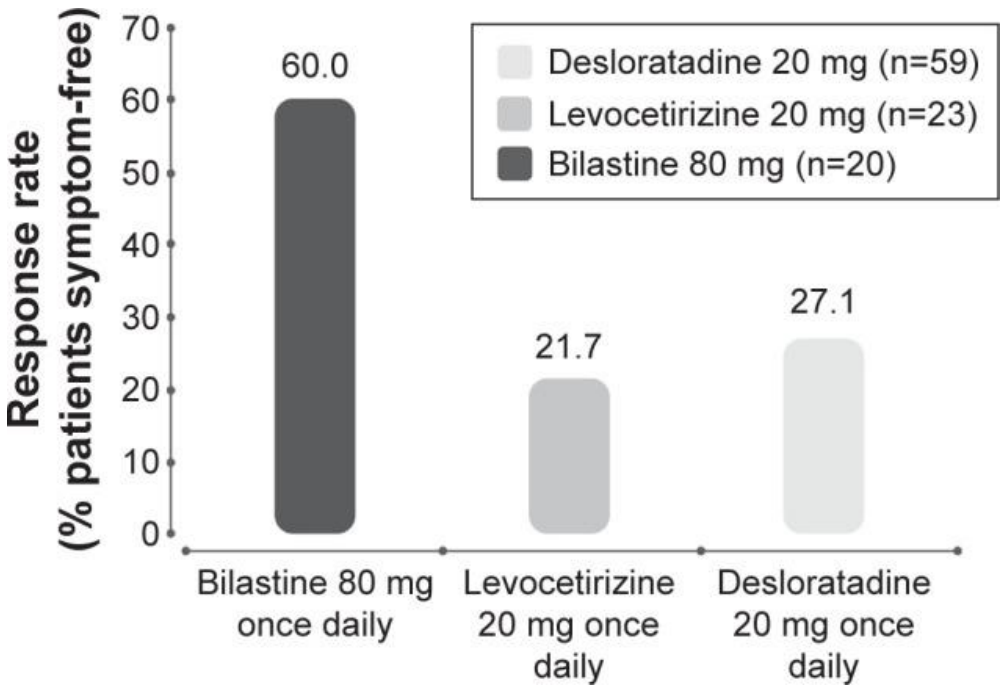


Figure 9. Efficacy of increased dosages of second-generation antihistamines in chronic urticaria.

Bilastine safety

The safety database for bilastine comprises >5,000 individuals involved in well-designed clinical trials. A total of >3,000 patients were treated with bilastine, generally at a dosage of 20 mg once daily for 2–4 weeks. The incidence of treatment-related adverse events was not markedly different between bilastine (12.7%), placebo (12.8%), and other antihistamines: cetirizine (14.3%), desloratadine (11.6%), and levocetirizine (15.8%).

In the pooled analysis of adverse events, the incidence of treatment-related CNS events was similar between bilastine and placebo. Headache and dizziness showed a similar incidence between all active treatment and placebo groups. Somnolence occurred with a similar frequency in bilastine (3.5%) and placebo recipients (2.9%). However, cetirizine was associated with a significantly greater incidence of somnolence (7.6%, $P<0.001$) than bilastine and levocetirizine with a significantly greater incidence (6.1%, $P<0.05$) than placebo.

In a large-scale, randomized, double-blind study in a total of 683 patients with seasonal allergic rhinitis, bilastine versus cetirizine was linked with a significantly smaller incidence of all drug-related events (14.5% vs 24.6%, $P\leq0.01$), fatigue (0.4% vs 4.8%, $P\leq0.01$), and somnolence

(1.8% vs 7.5%). The clear implication from these data is that, in everyday clinical practice, bilastine has a better safety profile and therapeutic index than cetirizine.

High-dosage bilastine (40 mg or 80 mg once daily), in line with EAACI/GA^{2}LEN/EDF/WAO guidelines, has demonstrated efficacy in the treatment of urticaria. In a study in patients with acquired cold urticaria, bilastine was well tolerated without evidence of an increased incidence of sedation at doses up to 80 mg/day.

The CNS effects of bilastine 80 mg were also evaluated in healthy volunteers. Although objective test results (d2 cancellation test, simple reaction time) revealed minor – yet significant – impairment, high-dosage bilastine did not significantly alter subjective test results (visual analog scale score, Profile of Mood States questionnaire score). The effects of bilastine 80 mg were equivalent to those of standard-dose hydroxyzine.

Lack of sedation

In several studies utilizing an active control "arm" comprising the first-generation agent hydroxyzine, standard-dosage bilastine (20 mg once daily) and higher-dosage bilastine (40 mg once daily in one study and a single 80 mg dose in another) had no significant effects on various objective measures of psychomotor and driving performance., Moreover, when bilastine was administered concurrently with lorazepam, the extent of psychomotor impairment was similar to that when lorazepam was administered alone. Also, no interaction has been identified between alcohol and standard-dosage bilastine. Objective testing in a placebo-controlled trial revealed an extent of psychomotor impairment with bilastine 20 mg + alcohol similar to that noted after ingestion of alcohol alone, whereas standard doses of either hydroxyzine or cetirizine exacerbated the impairing effects of alcohol on psychomotor performance.

A positron emission tomography study of brain H_1 receptor occupancy in 12 healthy volunteers revealed that this parameter was close to zero for bilastine (−3.92%), and therefore similar to placebo. Conversely, the first-generation agent hydroxyzine had significantly greater occupancy (+54%)., This confirms that bilastine has relatively limited potential to cross the blood–brain barrier and interact with CNS H_1 receptors. Based on published data for other agents, it appears that bilastine has the lowest rate of brain H_1 receptor occupancy of all the available antihistamines. Therefore, it has minimal capacity to cause CNS adverse effects.

Table 3. Percentage of brain H_1 receptor occupancy (mean) after oral administration of antihistamines using PET

	DOSE (MG)	MEAN H_1 RECEPTOR OCCUPANCY ON PET (%)
BILASTINE	20	−3.92
FEXOFENADINE	120	−0.1
EBASTINE	10	9.9–14.4
TERFENADINE,	60	12.1–17.2
AZELASTINE	1	20.3
CETIRIZINE	20	26.0
D-CHLORPHENIRAMINE	1	40.4
HYDROXYZINE	25	53.95
D-CHLORPHENIRAMINE–	2	60.4–76.8
D-CHLORPHENIRAMINE	5	85.5

Reference:

Wang XY, Lim-Jurado M, Prepageran N, Tantilipikorn P, Wang de Y. Treatment of allergic rhinitis and urticaria: a review of the newest antihistamine drug bilastine. *Ther Clin Risk Manag*. 2016;12:585-597.

Survey Form

1. **In your clinical practice, how many patients are newly diagnosed with chronic spontaneous urticaria (CSU) in a month?**
   A. <10
   B. 10 - <20
   C. 20 - <30
   D. ≥ 30

2. **In your clinical practice, which routine diagnostic measures do you advice in your patients suffering from CSU?**
   A. Differential blood count
   B. C-Reactive protein
   C. Erythrocyte sedimentation rate
   D. Any other----------

3. **What factors are important in your practice for considering an anti-histamine for symptomatic treatment of CSU?**
   A. Effectiveness
   B. Safety
   C. Non-sedating properties
   D. Once daily dosing

4. **In your clinical practice, which generation of anti-histamine do you prefer for the symptomatic treatment of CSU?**
   A. First generation
   B. Second generation

5. **Which anti-histamine do you prefer for the symptomatic treatment of CSU?**
   A. Bilastine
   B. Fexofenadine
   C. Levocetririzine
   D. Cetirizine

6. **In how many weeks there is visible improvement in CSU when Bilastine tablets are used?**
   A. One week
   B. Two weeks
   C. Four weeks
   D. Six weeks

7. **What is the dosage of Bilastine tablets you use in your clinical practice for the treatment of CSU?**
   A. Once a day
   B. Twice a day

8. **In your clinical practice, which is the most common side effect with Bilastine?**
   A. Headache
   B. Somnolence
   C. Dizziness
   D. Any other----------

9. **In your clinical practice, how many percentage of patients achieve improvement in CSU with Bilastine?**
   A. 60-70%
   B. 70 – 80%
   C. 80 – 90%
   D. >90%

10. **In your opinion, what are the potential benefits of Bilastine tablets?**

A. Non-sedative

B. No dosage adjustment required in hepatic and renal impairment

C. Highly effective

D. Any other----------

11. What duration of Bilastine tablets you advice for symptomatic treatment of CSU?

A. 1 weeks

B. 2 weeks

C. 4 weeks

D. 6 weeks

12. Do you prescribe Bilastine tablets as monotherapy or combine with any other product for symptomatic treatment of CSU?

A. Monotherapy

B. Combination with any other product

13. In your clinical practice, does Bilastine improve quality of life in patients with CSU?

A. Yes

B. No

14. In your opinion, please rate the efficacy of Bilastine tablets in management of CSU?

A. Excellent

B. Good

C. Average

D. Poor

15. In your opinion, how do you rate the tolerability Bilastine tablets in management of CSU?

A. Excellent

B. Good

C. Average

D. Poor

Survey Findings

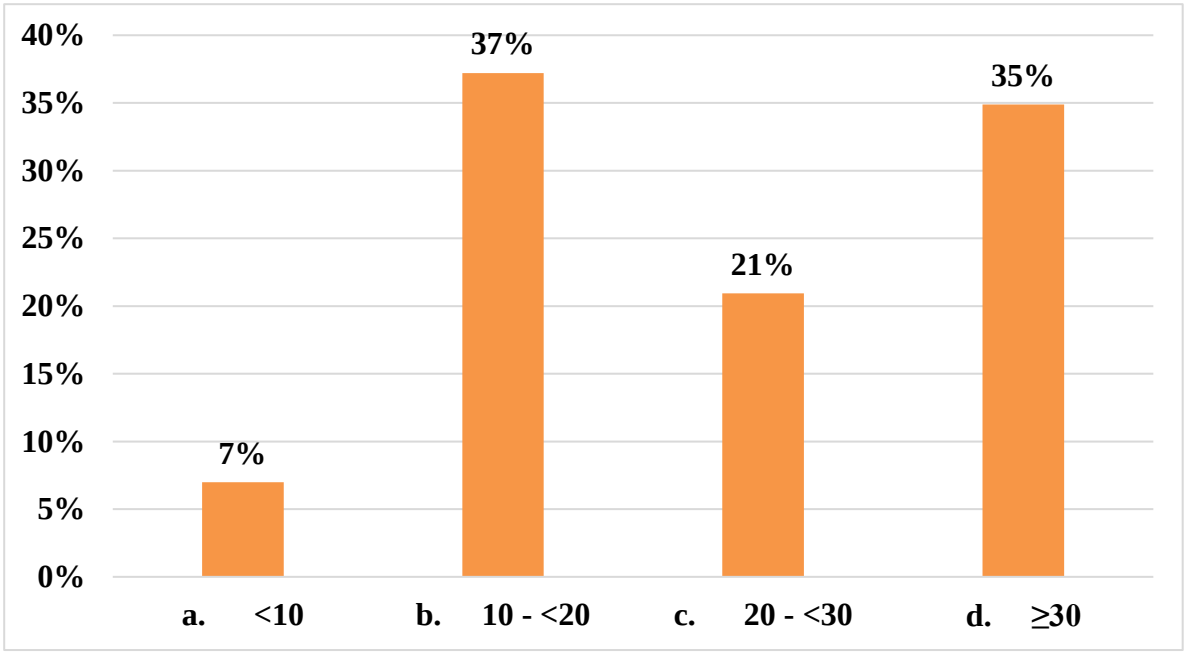
1. **In your clinical practice, how many patients are newly diagnosed with chronic spontaneous urticaria (CSU) in a month?**

A. <10

B. 10 - <20

C. 20 - <30

D. ≥ 30



According to 37% of doctors, 10 - <20 patients are newly diagnosed with chronic spontaneous urticaria (CSU) in a month.

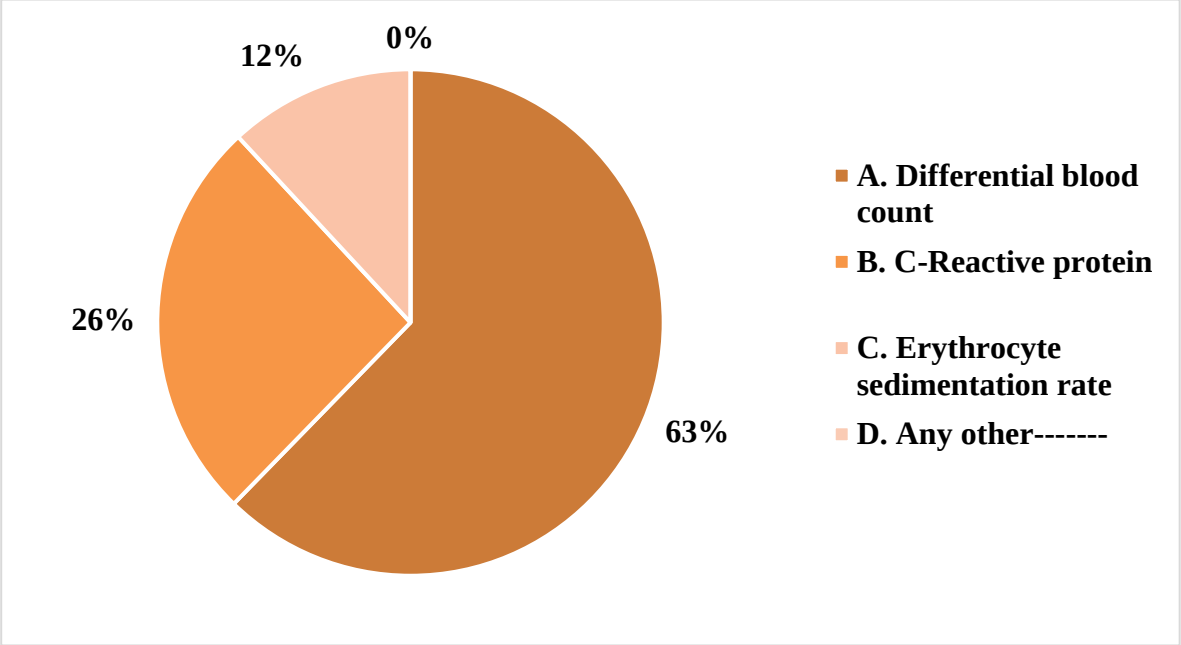
2. In your clinical practice, which routine diagnostic measures do you advice in your patients suffering from CSU?

A. Differential blood count

B. C-Reactive protein

C. Erythrocyte sedimentation rate

D. Any other----------



As per 63% of doctors, they advise the routine diagnostic measures of differential blood count in their patients suffering from CSU.

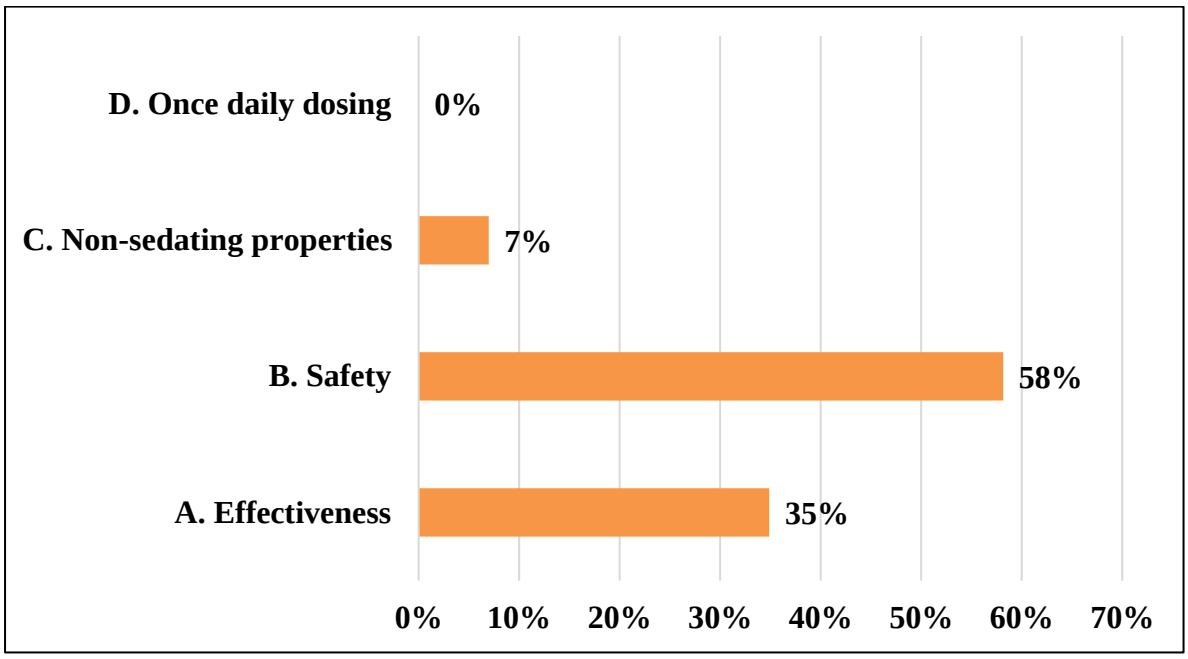
3. What factors are important in your practice for considering an anti-histamine for symptomatic treatment of CSU?

A. Effectiveness

B. Safety

C. Non-sedating properties

D. Once daily dosing

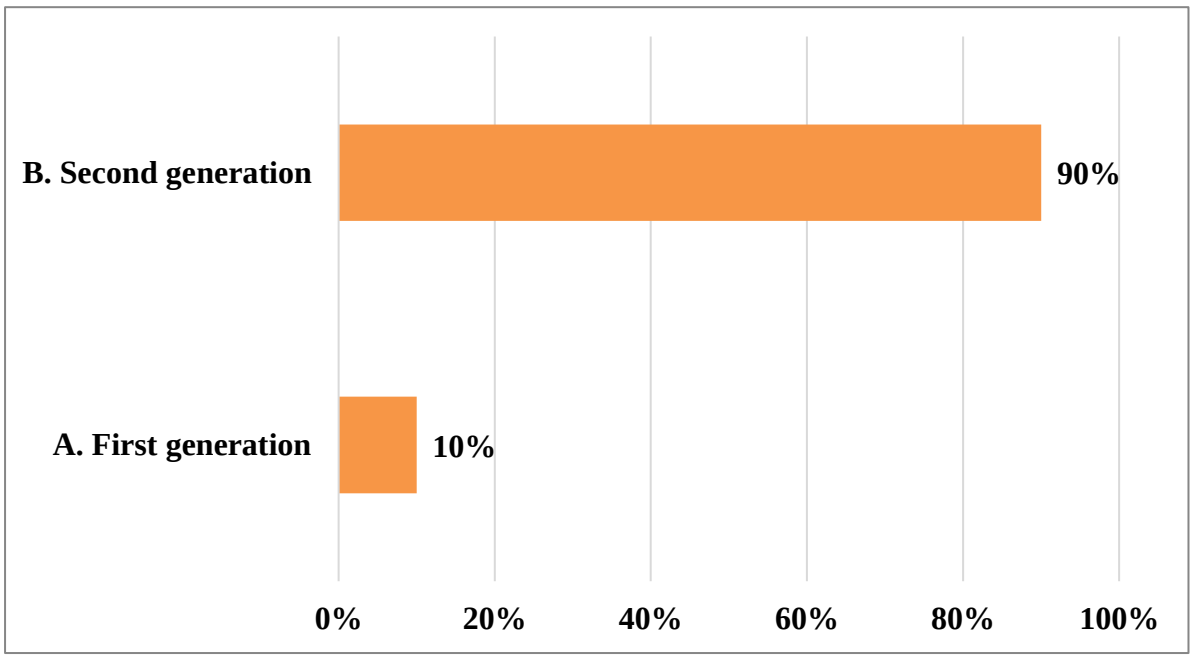


According to 58% of doctors, an important factor in their practice for considering an anti-histamine for symptomatic treatment of CSU is safety.

4. In your clinical practice, which generation of anti-histamine do you prefer for the symptomatic treatment of CSU?

A. First generation

B. Second generation



In the clinical practice of majority of doctors, 90%, they prefer second generation of anti-histamine for the symptomatic treatment of CSU.

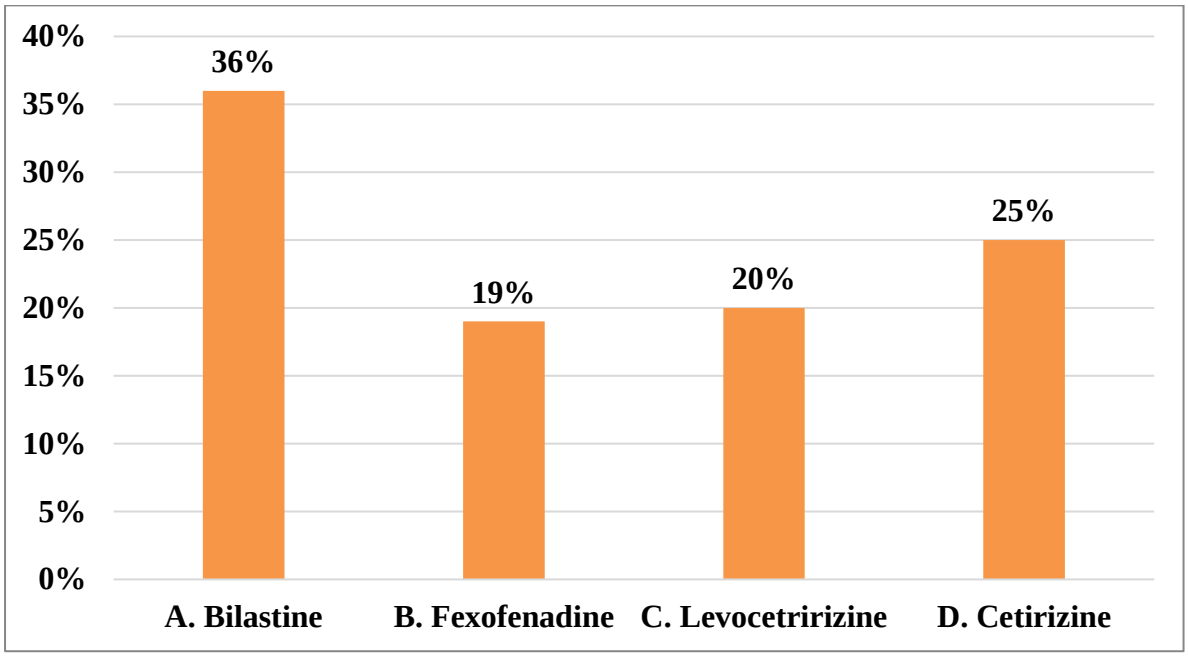
5. Which anti-histamine do you prefer for the symptomatic treatment of CSU?

A. Bilastine

B. Fexofenadine

C. Levocetririzine

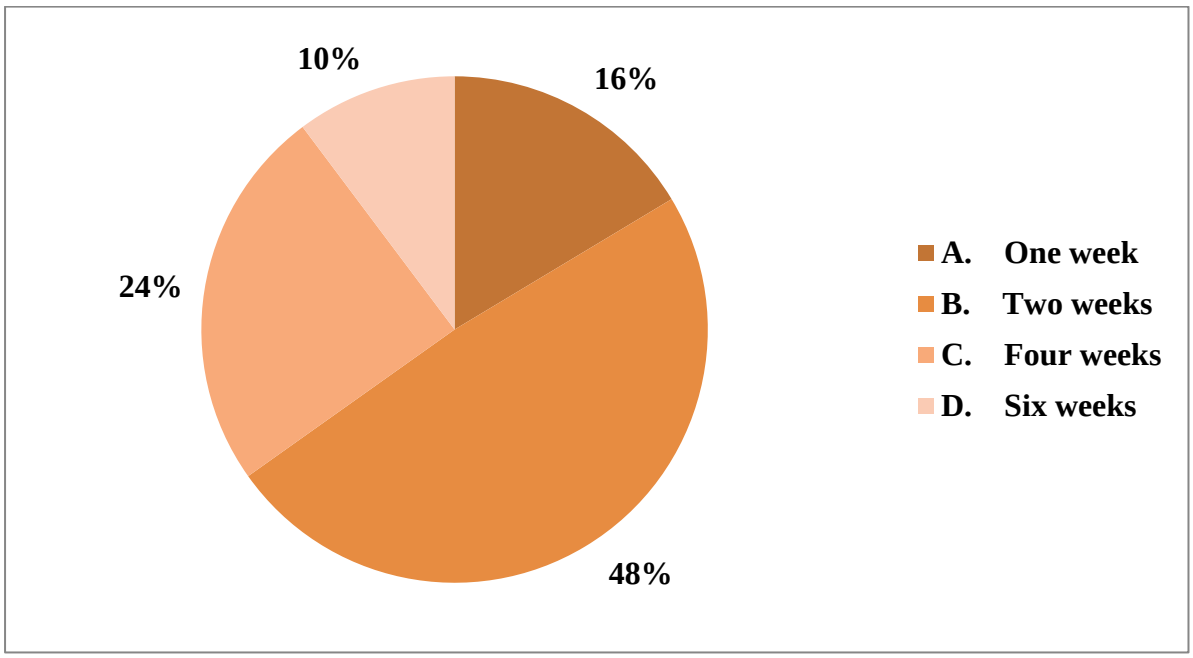
D. Cetirizine



36% of doctors prefer Bilastine (anti-histamine) for the symptomatic treatment of CSU.

6. **In how many weeks there is visible improvement in CSU when Bilastine tablets are used?**

A. One week
B. Two weeks
C. Four weeks
D. Six weeks

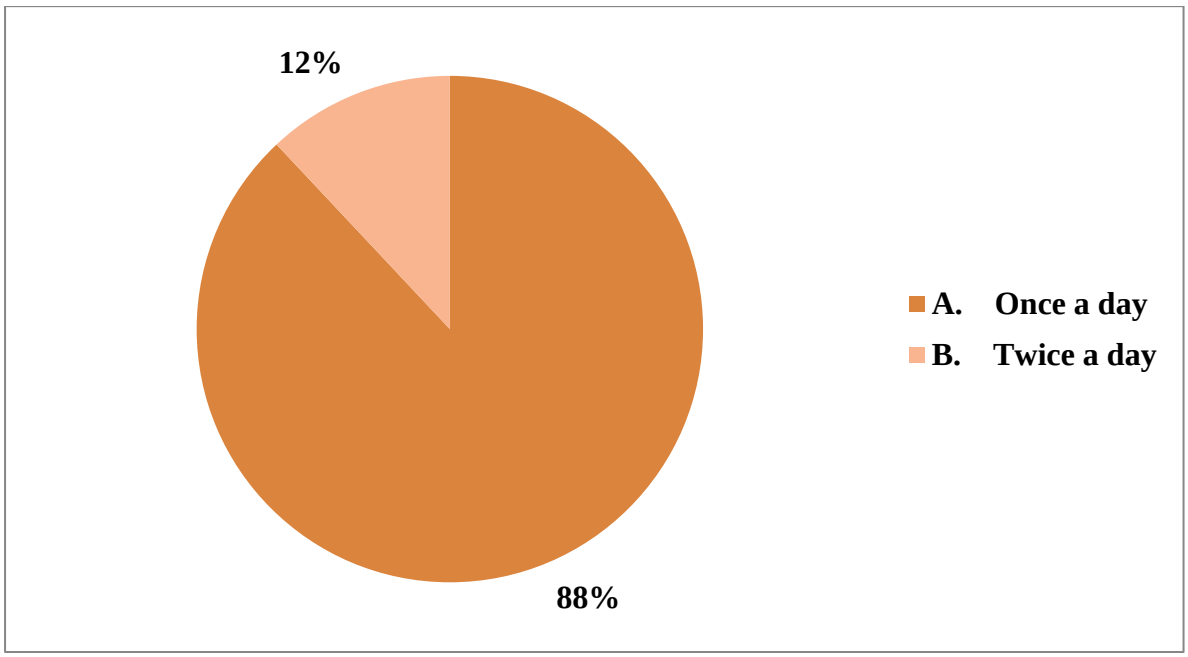


According to 48% of doctors, there is visible improvement in CSU in two weeks when Bilastine tablets are used.

7. **What is the dosage of Bilastine tablets you use in your clinical practice for the treatment of CSU?**

A. Once a day

B. Twice a day



Majority of doctors, 88%, use once a day dosage of Bilastine tablets in their clinical practice for the treatment of CSU.

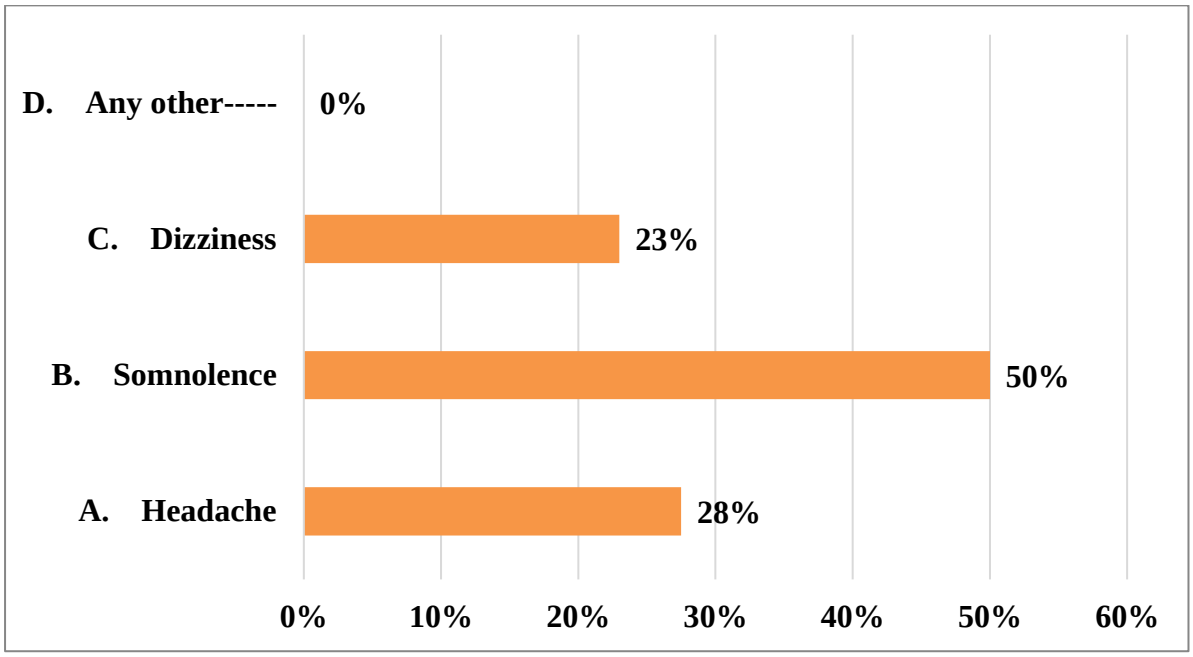
8. In your clinical practice, which is the most common side effect with Bilastine?

A. Headache

B. Somnolence

C. Dizziness

D. Any other----------



In the clinical practice of 50% of doctors, the most common side effect with Bilastine is somnolence.

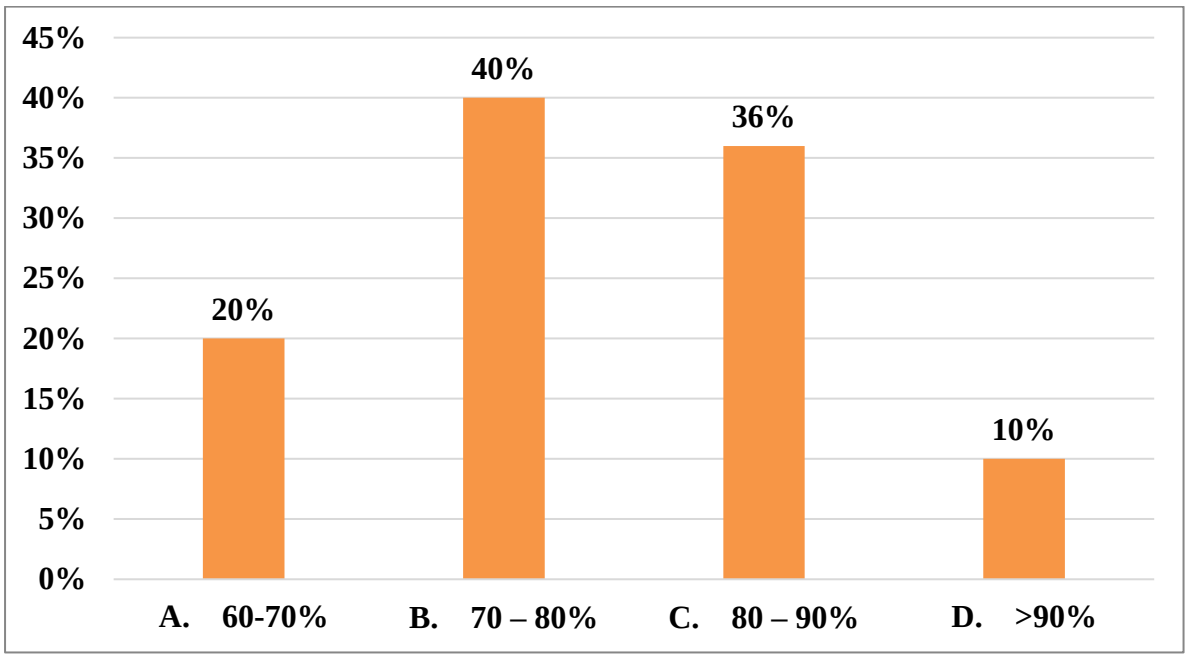
9. In your clinical practice, how many percentage of patients achieve improvement in CSU with Bilastine?

A. 60-70%

B. 70 – 80%

C. 80 – 90%

D. >90%



According to 40% of doctors, 70-80% of patients achieve improvement in CSU with Bilastine.

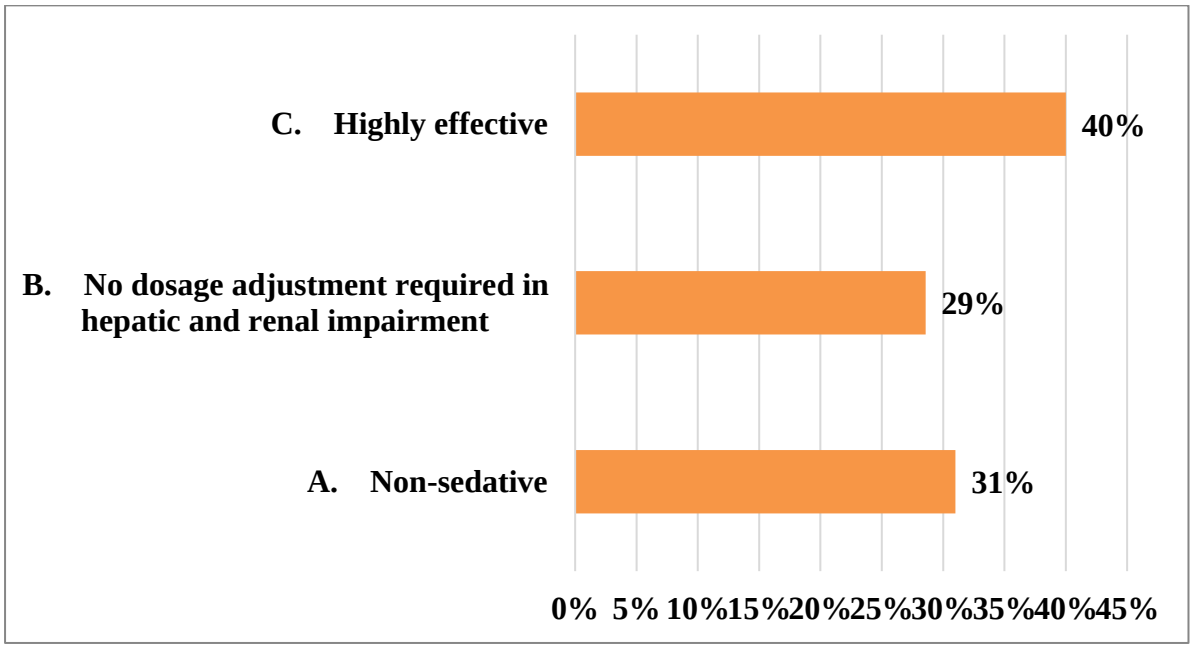
10. In your opinion, what are the potential benefits of Bilastine tablets?

A. Non-sedative

B. No dosage adjustment required in hepatic and renal impairment

C. Highly effective

D. Any other----------



As per 40% of doctors, the the potential benefit of Bilastine tablets is that it is highly effective.

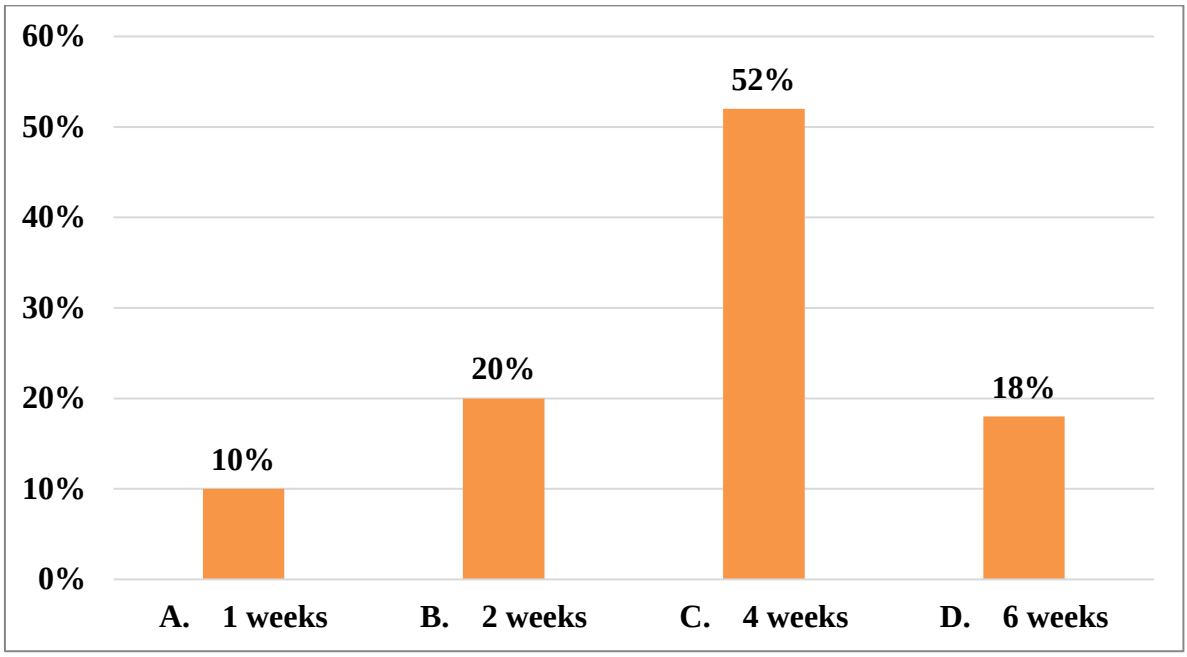
11. What duration of Bilastine tablets do you advise for symptomatic treatment of CSU?

A. 1 weeks

B. 2 weeks

C. 4 weeks

D. 6 weeks

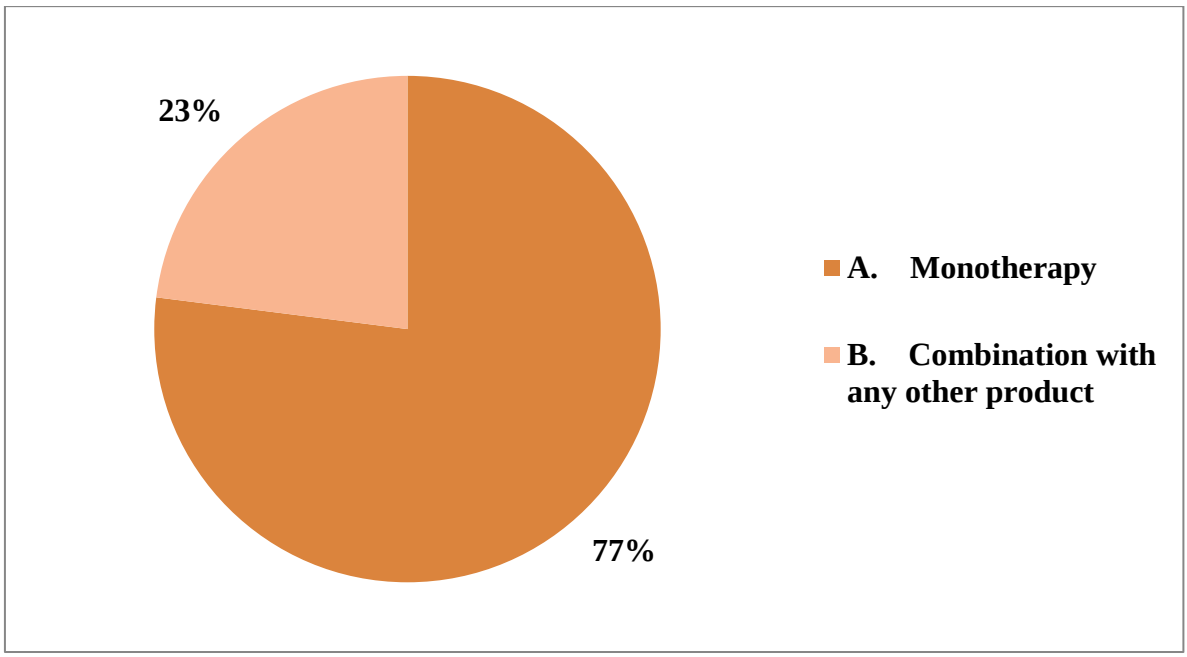


52% of doctors advise symptomatic treatment of CSU for a duration of 4 weeks.

12. Do you prescribe Bilastine tablets as monotherapy or combine with any other product for symptomatic treatment of CSU?

A. Monotherapy

B. Combination with any other product

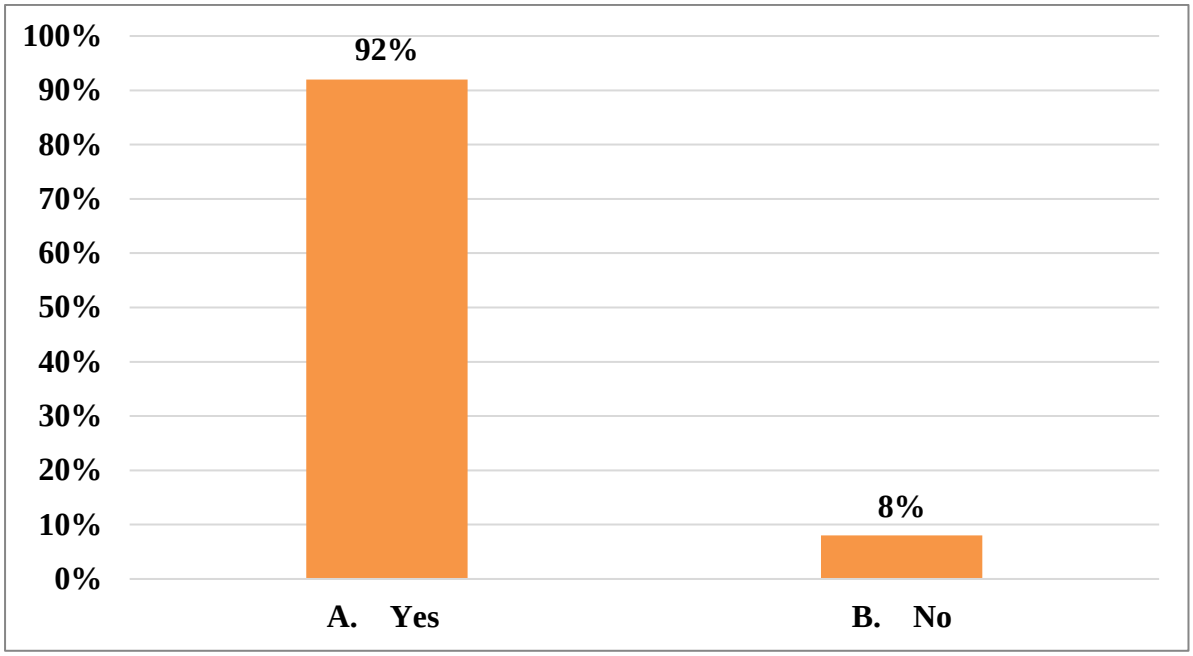


Majority of doctors, 77%, prescribe Bilastine tablets as monotherapy for symptomatic treatment of CSU.

13. In your clinical practice, does Bilastine improve quality of life in patients with CSU?

A. Yes

B. No



According to majority of doctors, 92%, Bilastine improves quality of life in patients with CSU.

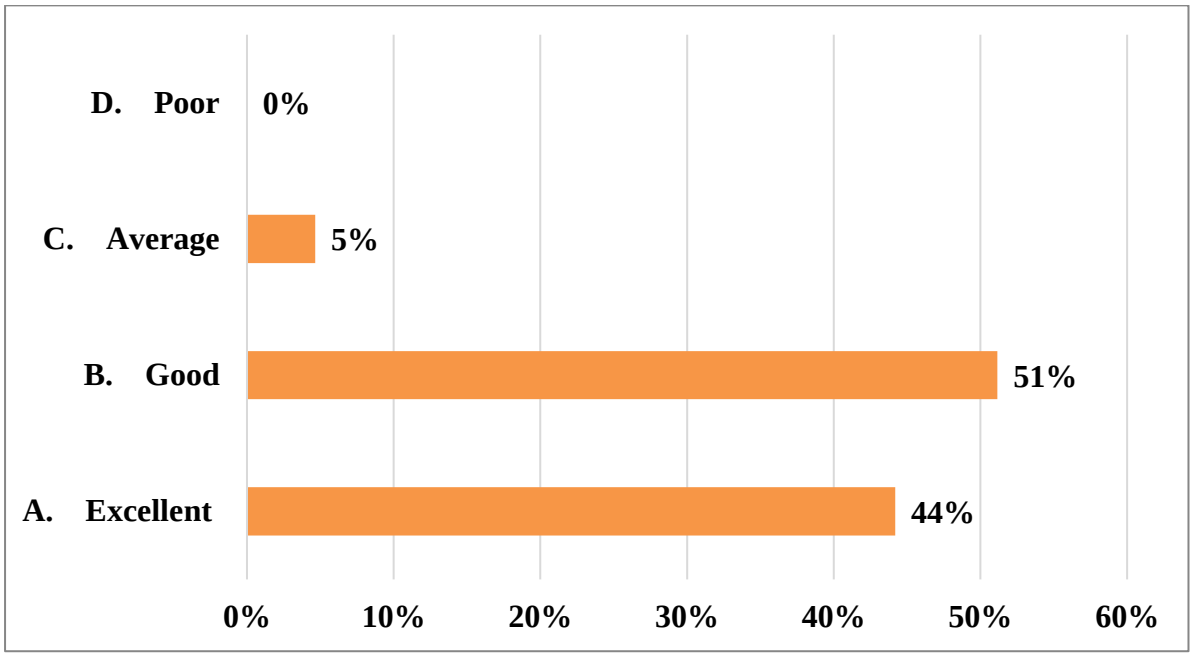
14. In your opinion, please rate the efficacy of Bilastine tablets in management of CSU?

A. Excellent

B. Good

C. Average

D. Poor



51% of doctors rate the efficacy of Bilastine tablets in management of CSU as good.

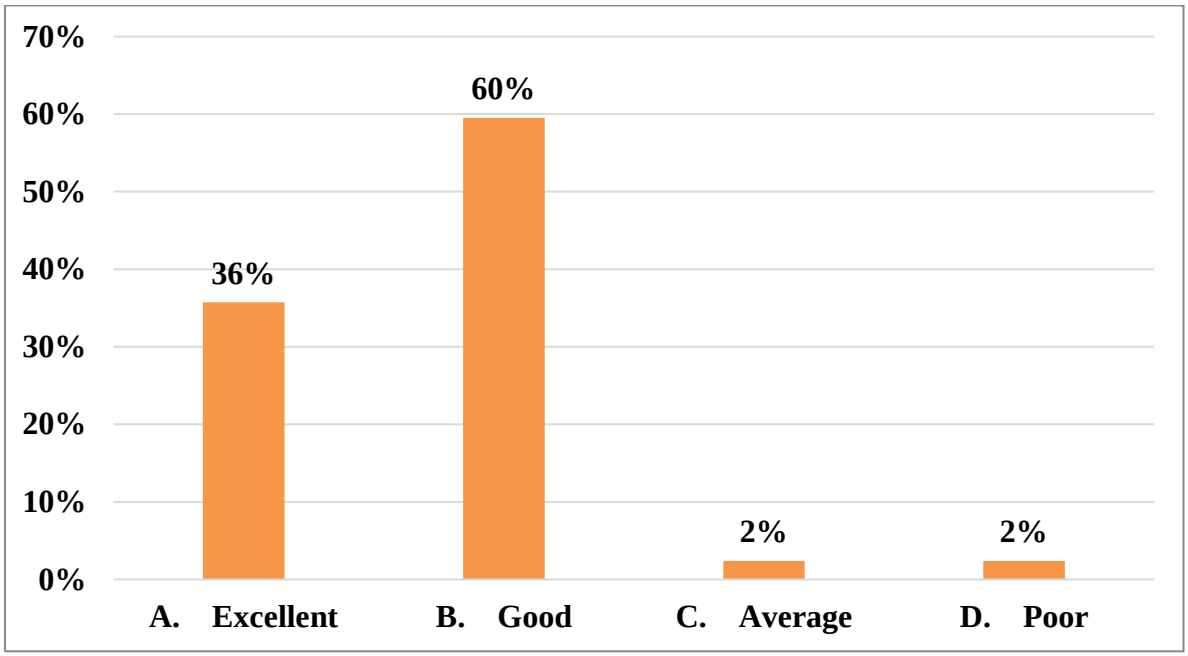
15. In your opinion, how do you rate the tolerability Bilastine tablets in management of CSU?

A. Excellent

B. Good

C. Average

D. Poor



60% of doctors rate the tolerability of Bilastine tablets in management of CSU as good.

Summary

- According to 37% of doctors, 10 - <20 patients are newly diagnosed with chronic spontaneous urticaria (CSU) in a month.
- As per 63% of doctors, they advise the routine diagnostic measures of differential blood count in their patients suffering from CSU.
- According to 58% of doctors, an important factor in their practice for considering an anti-histamine for symptomatic treatment of CSU is safety.
- In the clinical practice of majority of doctors, 90%, they prefer second generation of anti-histamine for the symptomatic treatment of CSU.
- 36% of doctors prefer Bilastine (anti-histamine) for the symptomatic treatment of CSU.
- According to 48% of doctors, there is visible improvement in CSU in two weeks when Bilastine tablets are used.
- Majority of doctors, 88%, use once a day dosage of Bilastine tablets in their clinical practice for the treatment of CSU.
- In the clinical practice of 50% of doctors, the most common side effect with Bilastine is somnolence.
- According to 40% of doctors, 70-80% of patients achieve improvement in CSU with Bilastine.
- As per 40% of doctors, the the potential benefit of Bilastine tablets is that it is highly effective.
- 52% of doctors advise symptomatic treatment of CSU for a duration of 4 weeks.
- Majority of doctors, 77%, prescribe Bilastine tablets as monotherapy for symptomatic treatment of CSU.
- According to majority of doctors, 92%, Bilastine improves quality of life in patients with CSU.
- 51% of doctors rate the efficacy of Bilastine tablets in management of CSU as good.
- 60% of doctors rate the tolerability of Bilastine tablets in management of CSU as good.

Consultant Opinion

Market Opportunities:

- Develop educational campaigns and materials that emphasize the benefits and effectiveness of Bilastine, especially its safety profile and rapid symptom improvement. This could encourage more doctors to prefer Bilastine over other second-generation anti-histamines.
- Provide tools and support for routine diagnostic measures like differential blood counts, which can help in the early and accurate diagnosis of CSU.

Value for Healthcare Professionals:

- Offer training sessions, webinars, and detailed clinical data that highlight Bilastine's effectiveness and safety. Sharing real-world evidence and case studies can strengthen doctors' confidence in prescribing Bilastine.
- Create clear guidelines and strategies for managing common side effects such as somnolence. Providing practical tips can help doctors mitigate these effects and improve patient adherence.

Adverse Effect Management:

- Develop and distribute protocols for monitoring and managing adverse effects, particularly somnolence. Educating doctors on dose adjustments and alternative management strategies can enhance patient care.
- Provide comprehensive materials for patients that explain potential side effects and how to manage them, improving overall treatment satisfaction.

Market Positioning:

- Emphasize the unique benefits of Bilastine, such as its effectiveness within two weeks, once-daily dosing, and high tolerability. Marketing campaigns should focus on these advantages to position Bilastine as a preferred treatment option.
- Publish studies comparing Bilastine to other second-generation anti-histamines, showcasing its superior efficacy and safety profile.

Personalized Treatment Decisions:

- Encourage doctors to personalize treatment plans based on individual patient needs and responses. Offering decision-support tools can aid in tailoring treatment regimens for optimal outcomes.
- Promote the use of regular assessment tools to monitor patient progress and adjust treatment plans accordingly. This ensures that patients receive the most effective care tailored to their specific needs.

Improving Patient Outcomes:

- Advise doctors on incorporating complementary therapies and lifestyle changes that can enhance the effectiveness of Bilastine in managing CSU.
- Advocate for ongoing monitoring and support for CSU patients to ensure sustained symptom relief and improved quality of life. Providing resources for long-term patient engagement can lead to better health outcomes

NOTES

NOTES

For the use of a Registered Medical Practitioner or a Hospital or a Laboratory only

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