

Northern (NHS) Treatment Advisory Group

Treatment Appraisal: Decision Summary

Date	25 th February 2020
Appraisal & Details	<p>Voke® (Kind Consumer Limited Ltd) 0.45mg inhaler to relieve and/or prevent withdrawal symptoms and reduce the cravings associated with tobacco dependence.</p> <p>Voke® inhaler is the first non-electronic cigarette-like nicotine inhaler licensed and marketed as a General Sales Licensed medicinal product.</p> <p>The Northern (NHS) Treatment Advisory Group considered an appraisal of the new form of Nicotine Replacement Therapy (NRT) for use as a smoking cessation aid.</p>
Recommendation	<p>The Northern (NHS) Treatment Advisory Group does not recommend the use of Voke® Inhaler as a stop smoking aid on the NHS or for prescribing by GPs.</p> <p>The group was concerned about the lack of any data showing the benefits of using the Voke® inhaler. Further data is required evaluating the use of Voke® as a stop smoking aid and comparing its use to other nicotine replacement therapies that are currently used within the NHS.</p> <p>The NICE guidance on Tobacco Harm Reduction recommends that quitting all forms of nicotine use is the best option for smokers due to the long term risks associated with nicotine use therefore the use of Voke® was assessed as a stop smoking aid only.</p>
Clinical evidence summary	<p>There are no published trials using Voke®, however a clinical study was submitted to support the marketing authorisation application. Some pharmacodynamic measures regarding cravings were included in one pharmacokinetic study. This study consisted of four parts (A-D), two assessing Voke® inhaler alone (n=18, Part A, and n=18, Part C), and two assessing Voke inhaler versus the reference product, Nicorette 10 mg® Inhalator (n=24, Part B, n=24, Part D). This study did not include any evidence for effectiveness in smoking cessation (i.e. reduction of smoked cigarettes).</p> <p>Voke® is a hybrid product therapeutically equivalent to the reference product Nicorette® 10mg Inhalator. There was a lack of bioequivalence between products. However, Voke® pharmacokinetic profile was qualitatively closer to that of a cigarette, although with lower absolute nicotine concentrations. Also, craving relief was generally greater for Voke® device than for Nicorette® 10 mg Inhalator.</p> <p>Among all NRT products, nicotine inhalers mimic more closely the hand-to-mouth actions of smoking, and its fast-acting effects may make them useful for immediate cravings. However, the use of NRT in England for smoke cessation/quitting has been overtaken by the use of E-cigarettes, with over a</p>

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	third of smokers using an E-cigarette in their most recent quit attempt compared with one in five using NRT
Safety	Voke® was well tolerated and its safety profile was similar to Nicorette® Inhalator and consistent with other forms of NRT.
Patient Perspective	Voke® along with other forms of NRT are available to purchase by patients, however those patients that want to quit and require nicotine replacement therapy will be offered more established NRT alongside support by the local stop smoking service which have been proven to be the most effective way to quit smoking altogether.
Cost analysis summary	<p>Voke® 0.45 mg inhaler costs £8 for 1 pack, which contains 20 charges</p> <p>Each pack contains one Voke stick device and one canister containing 9 mg nicotine, which provides approximately 20 charges of 0.45 mg of nicotine for the stick. Each charge provides comparable number of inhalation to a conventional cigarette.</p> <p>Cost of treatment cannot be easily compared with other NRT, since dosage differs widely between forms and most are used in combination. Price per equivalent cigarettes is likely to be more expensive than for E-cigarettes that are not licensed as medicinal products.</p>
Financial impact PbR: In-tariff	The financial impact of this recommendation is expected to be nil.