**EAHSN Executive Briefing: Strategy to develop joint working programme with the Pharmaceutical Industry**

**Abstract**

This briefing outlines the case for the development of a framework between the EAHSN & Pharmaceutical Industry, to kick-start a wider joint working programme with a specific focus on delivering tangible improvements around improving medicines adherence and reducing waste.

**Introduction**

As part of the commitment from the EAHSN to deliver a ‘health and wealth dividend’ in the region, the establishment of a programme of joint work with the Pharmaceutical Industry has been identified internally. In particular, a package of projects to improve medicines adherence and reduce medicines waste has been proposed, in line with the current national themes around Medicines Optimisation. However, it has been suggested that in order to establish clear, robust terms of reference, the development of a framework for this programme of activity would be a sensible approach.

In order to resource this activity, it is recommended that 1-3 short term secondments into the EAHSN from within the Pharmaceutical Industry could be initiated in order to scope and develop the framework for wider joint working. In a recent meeting with the ABPI, including senior representatives from the companies themselves, this approach was strongly supported. Support from the EAHSN Exec is now requested in order to pursue this further.

**Outputs**

Once in post, the seconded individual (s) would be responsible for delivering the following outputs:

* A Framework for the delivery of joint working projects in partnership with multiple pharmaceutical companies ‘to improve medicines adherence and reduce medicines waste’.
* Recommendations for how the framework could be applied in other EAHSN delivery areas (e.g. Clinical Study Group projects).
* Programme Plans and Delivery Schedule for joint development of adherence & waste projects / campaigns.
* Early stage consultation within EAHSN & Industry around tangible areas of interest.
* Calls for Collaboration (via ABPI and PrescQIPP networks) to kick-start specific projects.

**Advantages for the Pharmaceutical Industry**

Within the Pharmaceutical Industry the ‘perception of medicines’ by patients, clinicians and commissioners is a high priority. By delivering projects that improve medicines adherence, reduce waste, and therefore improve patient outcomes companies are able to demonstrate the various benefits of their products. In a time of on-going austerity, the reduction of waste and indirect outcomes as a result (i.e. secondary care admissions) the savings that would ‘fall out of the bottom’ as a result of large scale improvements would help commissioners introduce new medicines. Furthermore, the improved perception that could result from a more multifaceted approach to improving patient outcomes, through association, would offer benefits (i.e. communication; understanding; trust) for the individual companies, and also the wider industry in general.

A major advantage of the approach documented above, would provide a clear, robust and concrete (at outset) framework for companies to engage with, and commit to. Through defining the strategic objectives, joint commitment to improvement and collaborative mind-set within a framework, this will help companies have the confidence that specific outcomes will result from their committing resources.

**EAHSN Delivery Team**

Within the EAHSN team, the Strategic Leadership of this work will report directly to Karen Livingstone and Carol Roberts, to ensure that the work remains in line with the wider EAHSN strategic objectives. Both Karen and Carol are in support of this activity, and would jointly act as owners of the project/programme, reporting to the EAHSN Exec on progress and major decision points.

In line with the work of PrescQIPP, Liam Cahill will act as the Programme Manager for this work, liaising with the seconded Project Managers and reporting to Carol & Karen on progress, issues and deviations against plan. This support will be provided as part of the ‘cross cutting’ support provided to the EAHSN by PrescQIPP, and will utilise PrescQIPP’s strong networks, however will be badged as an EAHSN programme rather than PrescQIPP.

Andrew Riley from the ABPI will act as the liaison with the pharmaceutical companies, promoting and facilitating the Call for Collaboration for the secondments, and will continue to input into the establishment and steering of this workstream.

**Timescales**

It is expected that once the secondment (s) is (/are) in place the delivery deadline of this work would be by the end of December 2014, based on the secondments commencing around late September.

**Summary**

In recent national guidance, much emphasis has been role that the Pharmaceutical Industry can play in supporting how the NHS can improve the care that we provide for patients. In a time when both health and wealth remain key priorities, there are a number of opportunities to deliver real outcomes through partnership between the AHSNs and industry. However, in order to ensure that this is implemented correctly, adhering to joint an individual organisational necessities, it is recommended that the EAHSN supports the proposal to develop a framework to kick-start a package of projects to improve medicines adherence and reduce medicines waste within the eastern region.