

Medicines Adherence and Waste

Idea Generation Workshop - 2nd October 2014

In July 2014, the EAHSN launched a framework report ([link](#)) outlining challenges and opportunities that could be jointly approached by the NHS and pharmaceutical industry, along with six calls for collaboration for the pharmaceutical industry to respond to. After much engagement and response from both sides, we will now enter the next stage, to facilitate and generate projects that can deliver improvements around adherence and waste relating to medicines.

This report offers an insight into the pharmaceutical companies who have responded to express an interest in delivering joint working projects in partnership with the NHS, and who will be attending the idea generation event on the 2nd October in Cambridge.

The eleven companies as listed in the table below completed the survey, 'EAHSN Call for Collaboration: Expression of Interest Form' to express their interest in joint working and to highlight specific calls for collaboration.

	Companies	Attendees
1	AMCo (Amdipharm Mercury)	Neil Cook, Graeme Duncan
2	Astellas Pharma Ltd	Daniel Armstrong, Marc Davies
3	Bayer	Trevor Illsley
4	Boehringer Ingelheim	Karen Davies, Tom Tacon
5	Cure Genius	Benedikt von Thuengen
6	GlaxoSmithKline UK	Lee Blakeney
7	Janssen	Vikki Beddow, Stuart Mulheron
8	Novo Nordisk	Sheila Macklin, Simon O'Shaughnessy
9	RB (Reckitt Benckiser)	Ferdinand Bodenstein, Kate Woodbridge
10	Takeda	Steve How
11	Teva	Kate Smith

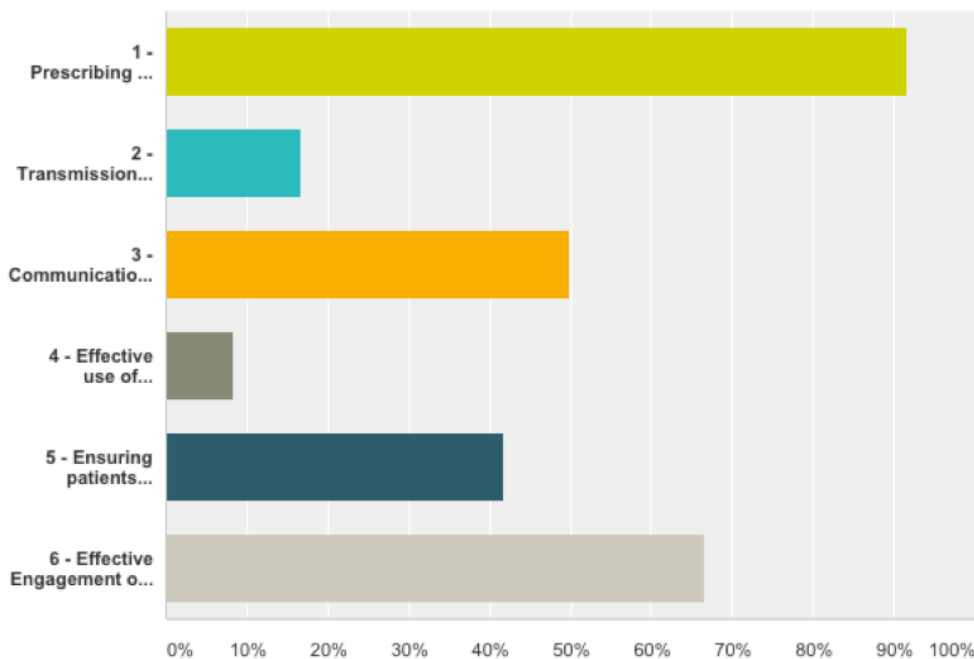
Calls for Collaboration: Which call (s) are you specifically interested in?

Please visit www.prescqipp.info/info/maw to view the individual calls:

1. Prescribing and the Patient
2. Transmission/ Transcription/ Supply of Medicines
3. Communication between primary and secondary care
4. Effective use of patients' medicines in hospitals
5. Ensuring patients understand the cost and value of medicines
6. Effective Engagement of Community Pharmacists in Pharmaceutical Review

	1	2	3	4	5	6
AMCo						
Astellas						
Bayer						
Boehringer Ingelheim						
CareGenius						
GlaxoSmithKline						
Janssen						
Novo Nordisk						
RB						
Takeda						
Teva UK Ltd						

The table above shows each individual companies response to which call (s) that they are interested in. As you can see from the table call number one, Prescribing and the Patient received the most interest with eleven of the companies selecting this option. Call number six, Effective Engagement of Community Pharmacists in Pharmaceutical Review came in second with eight of the eleven companies selecting this call.



The chart above reveals that call number three Communication between primary and secondary care, and call number five, Ensuring patients understand the cost and value of medicines both received five selections. However call number two and four appeared to be least popular with the ten companies.

Companies define their interests in Joint Working

The next part of this report summarises the responses from the companies within the Expression of Interest process, where space was provided for the companies to highlight projects they have collaborated on in the past, the benefits for both NHS and the company and their general experiences.

Ten of the eleven respondents answered ‘yes’ when asked ‘Has your company previously done Joint Working with NHS Partners?’

Disclaimer

Please note that the information provided below is a summary of the content received within the Expressions of Interest, and has not been edited or approved by PrescQIPP or the EAHSN. The suggested or proposed projects are reflective of the companies interest an intent, and are not fixed projects to be considered during the day, however may be introduced or discussed by the companies themselves as part of the workshops.

AMCo (Amdipharm Mercury)

AMCo Named Lead Neil Cook, was the only individual of the eleven submissions to answer no when asked, Has your company previously done JW with NHS Partners?

Current/ Proposed Projects

Project Title: Community Pharmacists Medicines Use Review in Patients with Thyroid Deficiency

Partners: Potential Partners - Sciensus

Project Summary

Neil Cook begins by noting the need to 'review current medication usage' in response to new products becoming available, he highlights the need to 'optimize dosing and deliver potential medicines adherence and compliance benefits.' He also makes specific reference to 'multiple does vs. single dose therapy' in terms of medicine wastage and improving patient compliance by 'reducing the number of patients on multiple doses to single dose regimen.'

Stages Summary

Stage 1 - Work with two or more CCG areas and a range of community pharmacists. Audit current therapy treatments. Compare this to national data. Complete patient survey based on current therapy options.

Stage 2 - Agree review of patients on multiple dosages where suitable, initiate single dosage option. Monitor usage and repeat patient survey after 6 months.

Stage 3 - Compare the overall cost, compliance and patient feedback.

NHS Benefits

- ▶ Cost Savings
- ▶ Reduction of waste
- ▶ Improve treatment outcomes through improved adherence and persistence
- ▶ Increased flexibility of prescribing

Company Benefits

- ▶ Understanding of patient needs
- ▶ Improved modelling of supply
- ▶ Increased awareness for new product launches
- ▶ Data showing benefits can be shared with other NHS partners

Astellas Pharma Ltd

Marc Davies, named lead from Astellas Pharma Ltd, outlines the companies' vast history of joint working with NHS Partners. Over the past three years Astellas has been working on a wide range of 'Joint Working projects to improve services for LUTs', which has given the company 'experience and background' creating an innovative and distinguished method and partnership.

'Through the use of robust, leading edge interlinked data analysis techniques and stakeholder research processes, true local pathway issues can be identified.'

Current/ Proposed Projects

Project Title: Versicare Information Programme

Partners: Local Pharmaceutical Committees

URL to project page: <http://www.astellas-vip.co.uk/>

Project Summary

Marc Davies summarised the VIP programme as complimenting the 'New Medicine Service's strategy for pharmacists to improve adherence and reduce waste; the VIP enables patients to take their medicine more effectively, ensuring medicines optimisation.'

NHS Benefits

▶ VIP helps to avoid inappropriate dose escalation and improve adherence

Company Benefits

The VIP project as Marc Davies states 'supports patients in concordance and adherence... thus Versicare patients will stay on treatment longer when they participate/ enrol with the VIP'

Astellas Project 2

Daniel Armstrong wrote that 'Astellas have undertaken a number of joint working projects aimed at improving urology pathways of care with CCGs, including Milton Keynes, DDES and Doncaster.'

Current/ Proposed Projects

Project Title: Optimising the neuropathic pain pathway

Project Summary

Astellas 'would propose a project to optimise the pathway of care within neuropathic pain', aiming to ensure that 'the patient is put at the centre of decisions about their care', and that 'wastage is minimised by improved education and compliance.'

Boehringer Ingelheim

Karen Davies, the named lead from Boehringer Ingelheim identified that they are 'currently involved in the Atrial Fibrillation Joint Working Project with the Eastern Academic Health Science Network alongside Pfizer, Bayer and BMS.'

Current/ Proposed projects

Project Title: The Primary Care Detection and Treatment of Atrial Fibrillation Project

Partners: EAHSN, South Norfolk CCG, Boehringer Ingelheim, Pfizer, BMS and Bayer

URL to project page: http://www.boehringer-ingelheim.co.uk/trans/partnership_working.html

Project Summary

'The aim of the project is to reduce the number of strokes for patients with AF by increasing the detection of patients with AF and improving the effectiveness of treatment for stroke prevention.' (Karen Davies)

NHS Benefits

Karen Davies stated that the main aim of the project is to reduce the number of strokes for patients with AF through increased detection of AF patients, and improving effectiveness of stroke prevention treatment.

CureGenius

CareGenius have not previously undergone Joint Working with NHS Partners, however Benedikt von Thuengen, named lead, stated that their joint working will benefit the NHS so that 'together we can build an application that truly helps patients improve their medication adherence' through incorporating 'as many NHS requirements in our application as possible so that it can be easily integrated into existing infrastructures.' Benedikt von Thuengen trusts that in the long-term, 'through the use of this application healthcare costs can be reduced and patient lives improved due to better medication adherence.'

Company Benefits

for CareGenius include 'a better understanding of the needs and requirements of both the NHS and pharmaceutical industry.'

GlaxoSmithKline UK Limited

GlaxoSmithKline has previously done joint working with NHS Partners, and are currently involved in numerous JW projects around the country. To find information on each of the JW projects, follow the link <http://www.gsk.com/uk/joint-working.html>. Lee Blakeney notes that this link gives 'summaries of NHS/GSK joint working projects that are in progress and completed.'

Janssen Pharmaceutical Companies of Johnson & Johnson

Current/ Proposed projects

Project Title: Hear Me Now Campaign, Hepatitis C, Mental Health, Diabetes, Nurse First Programme

Partners: Nurse First, BME Cancer Communities Birmingham, Leeds, London and Nottingham CCG's, British Liver Trust, Hepatitis C Trust, Northumberland Tyne and Wear NHS Foundation Trust

NHS Benefits

Janssen's Joint Working projects create numerous benefits for the NHS, as outlined by Vikki Beddow:

'Specialist skills support for community nurses (Nurse First), increased awareness and early diagnosis prostate cancer (Hear Me Now Campaign) raising awareness of Hepatitis C with education and risk screening. Partnering opportunities to combine skills and expertise to support NHS goals of improved patient outcomes.'

Novo Nordisk Ltd

Novo Nordisk's named lead Sheila Macklin submitted information of their previous Joint Working with NHS Partners, 'Diabetes: Together Project, to drive patient centric working in the NHS Kings Health Partners Changing Diabetes, APNA Your Diabetes Project Sheffield.'

The project has 'a team of 18 Diabetes Outcome Directors which are involved in a number of initiative locally and nationally.' This project benefits the NHS as it 'drives a positive impact on diabetes outcomes at a local and national level.'

RB (Reckitt Benckiser)

Current/ Proposed projects

Project Title: Dyspepsia Therapy Medicines Use Review

Partners: CCGs

Project Summary

Ferdinand Bodenstern noted that they are 'actively working with a number of CCGs across the UK' in the hope to 'target, review and step down or step off patients from Proton Pump Inhibitors.'

NHS Benefits

1. Targeted approach to medicines use reviews
2. Patients on PPI's are usually on multiple medications creating further opportunities for review
3. Cost savings in year and year on year
4. Improved safety- it will prevent patients from taking unnecessary medications
5. Improved patient satisfaction and patient education
6. The project assists the transition to self care
7. Measurable and defined outcomes through the use of our audit protocols and audit tools
8. Reduced variation of prescribing

Company Benefits

This joint working project not only provides benefits to the NHS but also the company, through the 'increase use of alginates to help patients coming off PPI's with symptoms associated with acid hyper secretion.'

Takeda Ltd

Steve How outlines the previous joint working initiatives undergone by Takeda, for example 'developing stable prostate services in Mid Essex, developing diabetes services in Nottingham and developing Diabetes educational videos with IDOP.'

Current/ Proposed Projects

Project Title: Developing medicines optimisation initiatives to increase quality outcomes and decrease cost in oral antidiabetics (In scoping phase)

Project Summary

Steve How summarises the project as the development of 'innovative systems to support the review of oral anti diabetic agents to NICE guidelines.' He also highlights the necessity of creating programs with 'community pharmacy to support patient engagement with there medication and communication between retail pharmacy and general practice regarding concordance issues.'

The NHS Benefits of this project include a 'measurable increase in diabetes outcome markers (HbA1c) and PROMS.' The Company Benefits however include;

'Takeda products where positioned on formulary would be utilised effectively in appropriate patients as local/ national/guidelines indicate. This coupled with increased patient concordance to treatment would increase measurable quality of outcomes on medication.'

Teva UK

Kate Smith, Head of NHS Strategy, and the named lead from Teva UK provided details of their previously done Joint Working with NHS Partners including numerous collaborations:

'Projects include; wastage with a social media element, targeting repeat prescribing, improvement of asthma management through education, review and inhaler technique training and MURs amongst others.'

Acknowledgements

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