



ACADEMIC HEALTH
SCIENCE NETWORK
NORTH EAST AND NORTH CUMBRIA

Improving Health Outcomes and System Efficiency Through Collaboration with the Pharmaceutical Industry



Professor Oliver James
Medical Director, AHSN NENC



Dr Séamus O'Neill
CEO AHSN NENC



Harriet Lewis
Association of the British
Pharmaceutical Industry
(ABPI)

WORKING WITH THE PHARMACEUTICAL INDUSTRY TO DELIVER PATIENT AND SYSTEM BENEFIT

One of the improvement areas on which we have concentrated in the North East and North Cumbria (NENC) is the appropriate use of medicines in primary care.

This short report details a variety of medicines projects we have undertaken which use well-established guidelines to improve outcomes for patients and reduce pressure on emergency services.

Effective prescribing of medicines is a key component of keeping patients well and out of hospital. The examples described here have common themes of supporting general practice in identifying individuals at risk and taking preventative action. We are seeing some real impact coming through on prevention of serious, potentially devastating, events such as stroke, fractures and asthma exacerbations. In terms of scale of the activity, we are delighted that the projects are active and delivering benefit in every Clinical Commissioning Group (CCG) area within the NENC, and general practices covering over 1 million people have taken part.

We are very grateful to our pharmaceutical colleagues for their real and continuing engagement in this work. The Academic Health Science Network for the North East and North Cumbria (AHSN NENC) has set out to establish a new way of working where there are significant wins to be had in terms of patient outcomes. We are very pleased that industry colleagues have had the vision and confidence to work with us in developing these plans and we look forward to carrying out these and other programmes of work in the years to come.

INDUSTRY AND THE AHSNS

We are delighted to contribute to this report on the AHSN NENC programmes and activities that have benefited patients across the North East and North Cumbria region. It has been very much a joint effort and we are delighted about both the impact demonstrated, and the platform that exists, for future work.

Getting best value out of medicines is crucial for both patients and the NHS. It is also in the interests of the pharmaceutical industry in the UK.

The industry is committed to

- securing a world class sustainable NHS for patients;
- securing global investment and jobs by maintaining the link between the UK's world class drug discovery activity, the research infrastructure that test the products and the health and care system that uses them.

We need to address the unwarranted variation in medicines use, as much of this variation is indicative of activity that is contributing to poor outcomes, inefficient use of resources and unnecessary demand within the NHS. The AHSN NENC programmes, in collaboration with our pharmaceutical industry partners, have focused on reducing unwarranted variation and improving the quality of care for patients. As an example, it is right and proper that patients have access to, and are treated with, the most appropriate medicine to prevent serious cardiovascular events.

Our work programmes support clinical and non-clinical teams to embed practice that ensures we do things right first time, and reduce the need for costly emergency care and the medical and social care needed for follow up, for stroke, fractures and respiratory conditions.

Rightly, the AHSNs have been identified as having a key role to play in implementing the Accelerated Access Review (AAR) which aims to accelerate the uptake of new medicines and technologies which can deliver patient and system benefits. As our work here shows, effective use of medicines in one area of the system very often leads to cost savings elsewhere.

The collaborations with the pharmaceutical industry have allowed us to be bold in our ambitions to improve outcomes and to support the long-term sustainability of the NHS.

COLLABORATIVE WORKING BETWEEN PHARMACEUTICAL AND INDUSTRY FOR STROKE PREVENTION

The AHSN NENC Atrial Fibrillation (AF) Programme's Steering Group brings together expert practitioners from across the healthcare system and considers how best to improve the pathway for AF management in the region. A number of industry partners attend the Steering Group on a rotational basis, including Pfizer.

Kate Mackay is the AHSN NENC Programme Lead for AF and was able to make connections between the steering group and industry.

Pfizer was keen to engage with this programme of work, and put its expertise at the disposal of AHSN NENC. Together, the steering group looked for opportunities to improve the pathway and areas which would benefit from collaborative working.

Strong working relationships were created, expanding the network and reach of the AHSN NENC AF Programme. This allowed us to do more and to cover more of our region quickly to progress the AF Programme of work defined by the steering group.

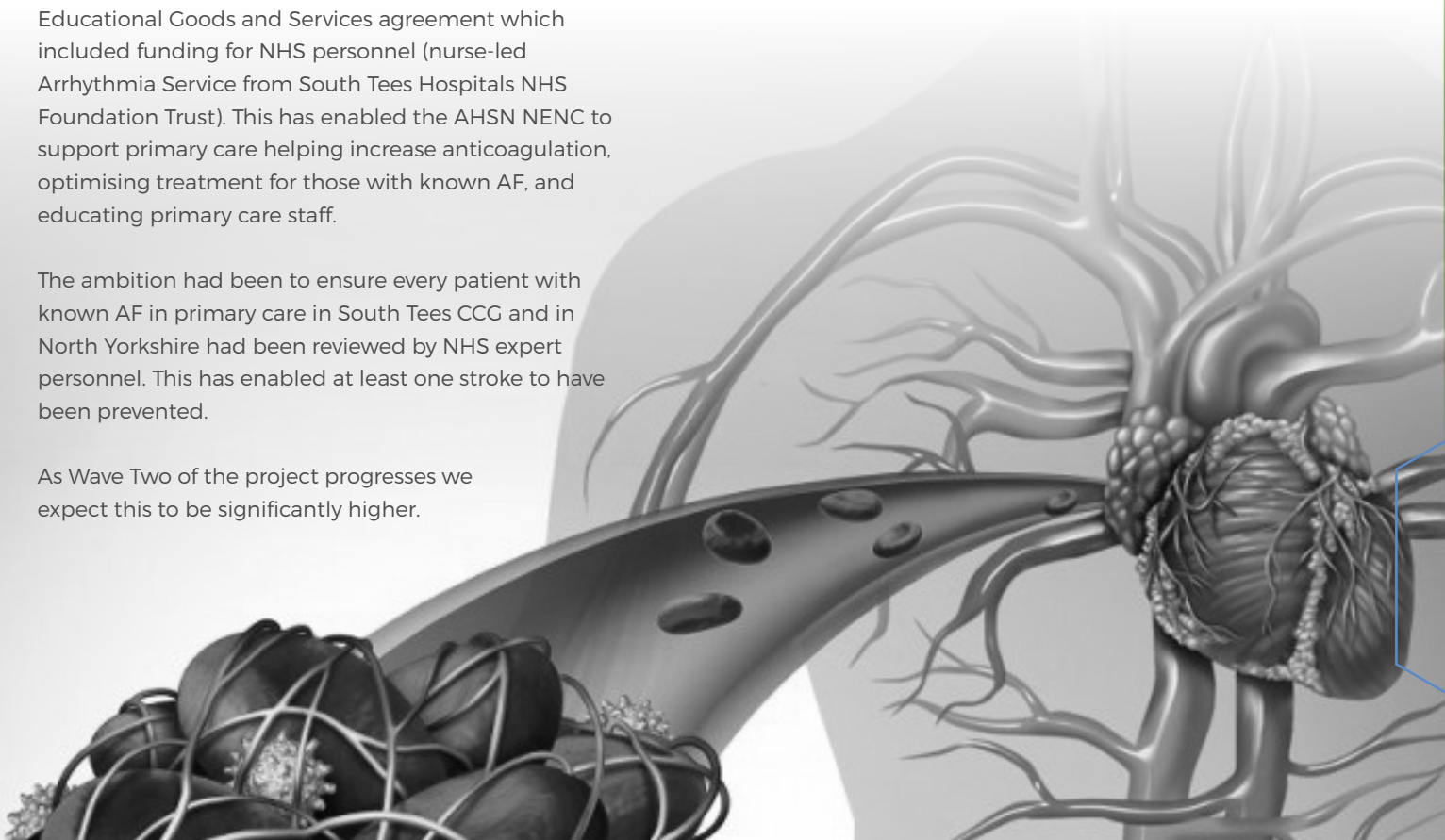
The AHSN NENC was able to use Pfizer's expertise to understand what had worked elsewhere in the country and transfer this knowledge, applying best practice to the programme. They also brought significant resource to the programme through a Medical and Educational Goods and Services agreement which included funding for NHS personnel (nurse-led Arrhythmia Service from South Tees Hospitals NHS Foundation Trust). This has enabled the AHSN NENC to support primary care helping increase anticoagulation, optimising treatment for those with known AF, and educating primary care staff.

The ambition had been to ensure every patient with known AF in primary care in South Tees CCG and in North Yorkshire had been reviewed by NHS expert personnel. This has enabled at least one stroke to have been prevented.

As Wave Two of the project progresses we expect this to be significantly higher.

“This is a good example of collaborative working between the NHS & industry. Pfizer's ongoing support of the AHSN and the local NHS has helped to lay the foundations for improvement in AF patient care and outcomes”

Mark Adams, Account Director, Pfizer



ADDRESSING ASTHMA NEEDS IN PRIMARY CARE

"NAPP Pharmaceuticals Limited started the engagement with the AHSN NENC at a time when collaboration between the NHS and Pharmaceutical Industry was a vision that was yet to be made a reality. Whilst many organisations had the desire to work differently, there wasn't the vehicle to enable this collaboration to happen or the practical guidance to demonstrate how." **Ivan Hollingsworth, Napp Pharmaceuticals Limited.**

The AHSN Network provides a vehicle for change in the NHS. They each have the regional reach and local buy in necessary to be the trusted intermediary within the system. Acting across the NHS, industry, academia and patient groups, the AHSN NENC is at the forefront of improving medicines use in primary care.

For example, together with Napp Pharmaceuticals Limited and primary care, the AHSN NENC has been instrumental in the facilitation which led to a programme of work being developed to improve the care of, and deliver real benefits to, patients with asthma.

Ivan Hollingsworth, Napp Pharmaceuticals Limited has played a pivotal role in this collaboration:

"The AHSN NENC has led the way in terms of creating the opportunities for discussions, projects and a culture that positively embraces collaboration across the region. Within both respiratory and medicines optimisation, the multi-pharmaceutical industry meetings and projects have been created and facilitated by the AHSN NENC which should ultimately lead to positive outcomes for all, but most importantly, for improving patient care."



TARGETING FRACTURE RISK ASSESSMENT

Since 2014, the AHSN NENC has worked collaboratively with pharmaceutical and independent provider companies **Kyowa Kirin International plc, AMGEN** and **Interface Clinical Services (ICS)** on our Bone Health project as part of the Falls and Fractures Programme.

"Delivering services that are efficient and effective is so important in today's environment. Working together with the AHSN NENC we are able to help deliver healthcare which is truly value based." **Andy Ruczczyzn, NHS Value Solutions Manager, Amgen UK & Ireland**

Our collaborative aim is to support the region's reputation in leading innovation by targeting fracture risk assessment at primary care level through identification of patients at high risk of fracture. By doing so we are able to educate patients on the risk of osteoporosis and the importance of a healthy diet and exercise and, if required, bone health therapies/treatments to reduce their risk of fractures.

The unwavering support AHSN NENC receives from pharmaceutical and independent provider companies enables us, through the AHSN Network, to screen and assess patients across the country.

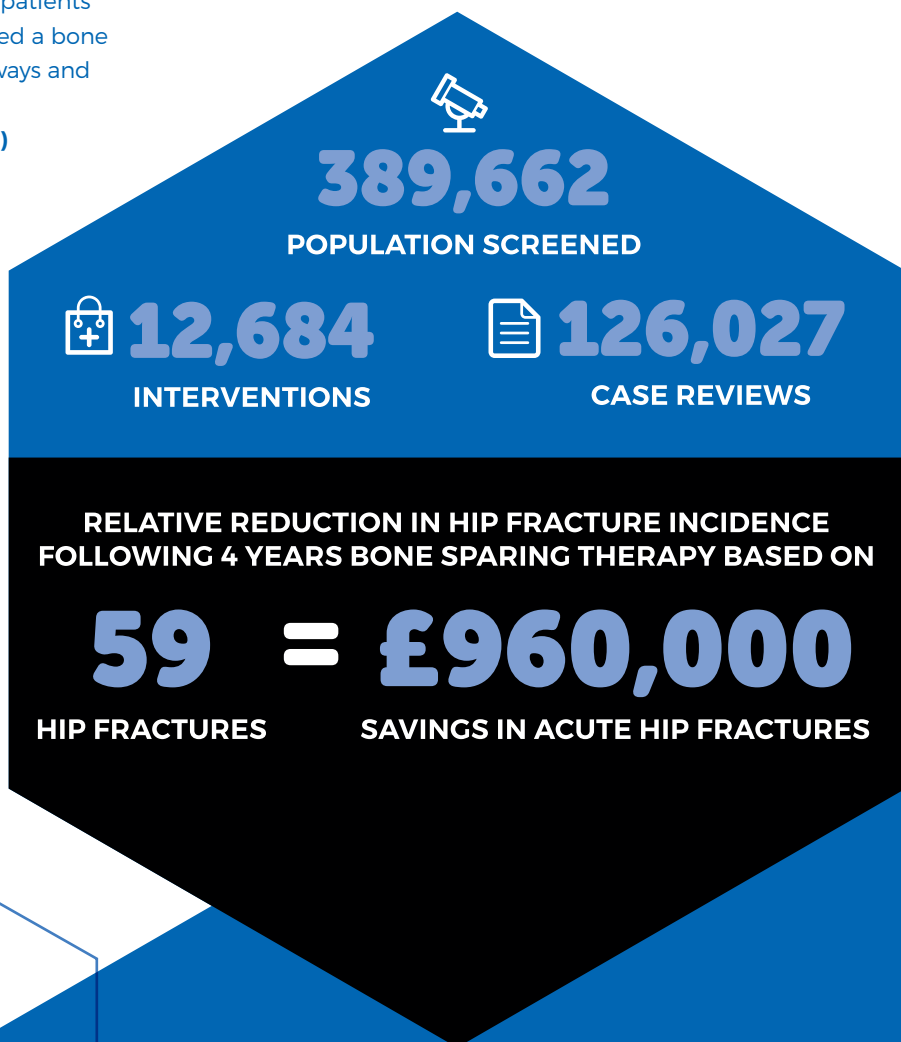
"Partnering with the AHSN NENC on the Bone Health Programme has improved health outcomes for patients at risk of sustaining a fragility fracture and created a bone health legacy with established treatment pathways and prevention strategies going forward"
Laura Georgiou, Interface Clinical Services (ICS)

Since the start of the Bone Health project in 2014, the AHSN NENC has completed audits in over 60 GP Practices across the region, screened a total population of 389,662, case reviewed 126,027 and made 12,684 interventions, which may have included medication initiation, change of medication, education/information on a healthier lifestyle and/or compliance advice.

"As an organisation we strongly believe effective partnership and collaborative working that delivers proactive, preventative, patient focused healthcare, is vital to overcoming the current challenges facing local NHS organisations. It has therefore been fantastic to have been involved in an excellent example of a partnership that has been successful in tackling the significant issues faced within bone health and fragility fracture incidence. The AHSN NENC deserve immense credit for their Bone Health and Fracture Prevention Programme." **Omar Patel, Clinical Director, Interface Clinical Services (ICS)**

The Bone Health Programme, through the support of the AHSN NENC, is being rolled out across the North East and North Cumbria and by other AHSN's across the country including North West Coast, Greater Manchester, Yorkshire & Humber, Oxford and East Midlands to ensure this condition is not overlooked.

The Bone Health Programme has expanded to reviewing patients on bisphosphonates and is being used to support the proactive review of current prescribing and identification of gaps in care.



PROJECTS IN THE PIPELINE

The examples above are all live and delivering impact. We are working hard on the next wave of projects which include:

WORKING WITH SANOFI TO IDENTIFY PEOPLE AND FAMILIES AT HIGH RISK OF HAVING FAMILIAL HYPERCHOLESTEROLAEMIA (FH)

People with the inherited medical condition FH are highly likely to develop early heart disease which can lead to a heart attack. It is estimated that approximately 85% of people with FH don't even know that they have it. Medical treatments and changes in diet are very effective at controlling the condition, but these need to be started as early as possible to ensure the greatest benefit for the patient. Cascade testing is available across the region, but there is huge variation in the utilisation of this service and cascade testing of family members isn't always given in a timely or effective manner.

We are looking with Sanofi at ways in which we can better identify and review people and families at high risk of having FH. This will focus on primary care as we believe that this is where many of the unidentified patients are located. Once identified, a specialist clinical team will review these patients providing them with appropriate clinical and counselling support as well as reviewing any relatives who may be affected by the condition.

ABOUT THE ACADEMIC HEALTH SCIENCE NETWORKS

Our remit and trusted position regionally allows us to act at scale and support transformation, supporting uptake of effective innovation to improve lives, save money and deliver economic growth.

The 15 AHSNs work together in ways unprecedented across health and care, delivering improvement at pace and scale. Uniquely, AHSNs mobilise expertise and knowledge across the NHS and social care organisations, research institutions, third sector, patient groups and life sciences industry. Our regional and national partnerships are helping to deliver system transformation locally, in line with the Five Year Forward View and Accelerated Access Review.

