

# Self Care & Barnsley PharmacyFirst Service



# Tonight

- OTC Consultation outcomes:-
  - National (closed 29/3/18)
  - SY&B and Barnsley Consultations
  - Communication Campaigns & Resources
- Barnsley PharmacyFirst
  - Changes in response to OTC (including resources & support)
  - Additional areas agreed.
  - ideas & feedback required !

# OTC Consultation

- National Consultation closed & recommendations made ( 29/3/18)
- <https://www.england.nhs.uk/medicines/conditions-for-which-over-the-counter-items-should-not-routinely-be-prescribed/>

# The 37 Conditions

## Conditions for which over the counter items should not routinely be prescribed in primary care

NHS England recently carried out [a public consultation on reducing prescribing of over-the-counter medicines for minor, short-term health concerns](#).

In the year prior to June 2017, the NHS spent approximately £569 million on prescriptions for medicines which can be purchased over the counter from a pharmacy and other outlets such as supermarkets.

These prescriptions include items for a condition:

- That is considered to be **self-limiting** and so does not need treatment as it will heal of its own accord;
- Which lends itself to **self-care**, i.e. that the person suffering does not normally need to seek medical care but may decide to seek help with symptom relief from a local pharmacy and use an over the counter medicine.

Vitamins/minerals and probiotics have also been included in the consultation proposals as items of limited clinical effectiveness which are of high cost to the NHS.

# Appendix 1 - Conditions for which prescribing should be restricted

1. Probiotics
2. Vitamins and minerals
3. Acute Sore Throat
4. Infrequent Cold Sores of the lip.
5. Conjunctivitis
6. Coughs and colds and nasal congestion
7. Cradle Cap (Seborrhoeic dermatitis – infants)
8. Haemorrhoids
9. Infant Colic
10. Mild Cystitis
11. Mild Irritant Dermatitis
12. Dandruff
13. Diarrhoea (Adults)
14. Dry Eyes/Sore (tired) Eyes
15. Earwax
16. Excessive sweating (Hyperhidrosis)
17. Head Lice
18. Indigestion and Heartburn
19. Infrequent Constipation
20. Infrequent Migraine
21. Insect bites and stings
22. Mild Acne
23. Mild Dry Skin
24. Sunburn
25. Sun Protection
26. Mild to Moderate Hay fever/Seasonal Rhinitis
27. Minor burns and scalds
28. Minor conditions associated with pain, discomfort and/fever. (e.g. aches and sprains, headache, period pain, back pain)
29. Mouth ulcers
30. Nappy Rash
31. Oral Thrush
32. Prevention of dental caries
33. Ringworm/Athletes foot
34. Teething/Mild toothache
35. Threadworms
36. Travel Sickness
37. Warts and Verrucae



**569** MILLION  
REASONS

**NHS**

*Barnsley Clinical Commissioning Group*

Putting Barnsley People First

**>14,000  
responses**



**Response rate as %  
of population**

UK average  
response rate for  
public consultations  
= 0.7%

**SYB Response  
rate = 0.96%.**

**CCG Response Rates** (as % of all responses)

“We saw spikes in activity that directly relate to text messages being sent out by GP practices in Bassetlaw, Rotherham and Doncaster.”

“This highlighted how much more effective the campaign could have been with greater engagement from practices getting involved, ultimately benefiting the practice itself.”



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- 82% of respondents willing to purchase OTC if told to do so
- Prescribers thought 36% would be willing to purchase OTC



**DON'T be afraid to suggest self  
purchase**



- Not all prescription charge exempt patients or patients with pre-payment certificates expect to receive OTC medicines on prescription.

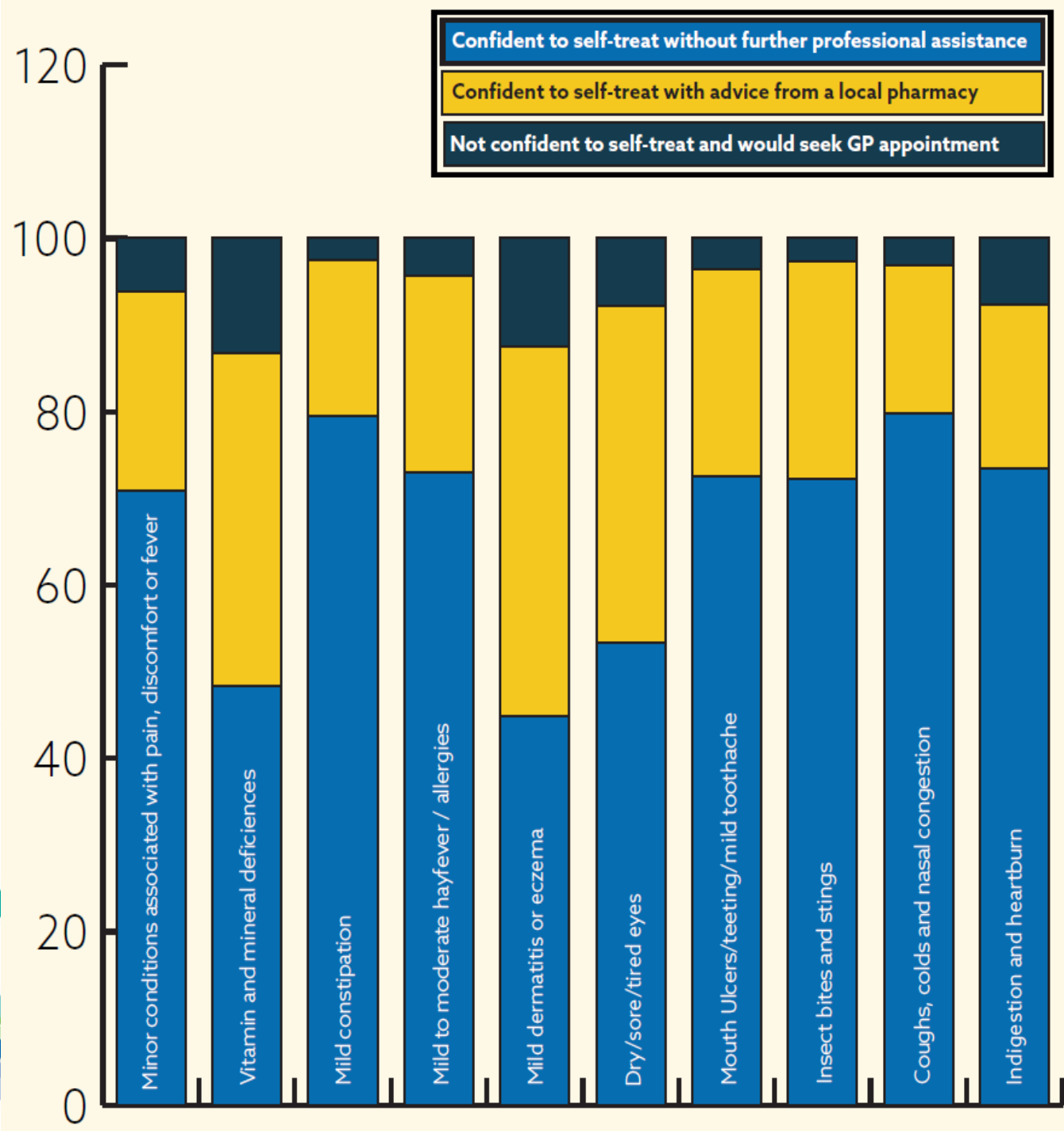
**STANDOUTMEDIA**

**DON'T be afraid to suggest self  
purchase**

# Patient Confidence to Self-Treat

12.5% of patients NOT confident to self-treat:

Vitamin & Mineral Deficiency  
Mild dermatitis/eczema



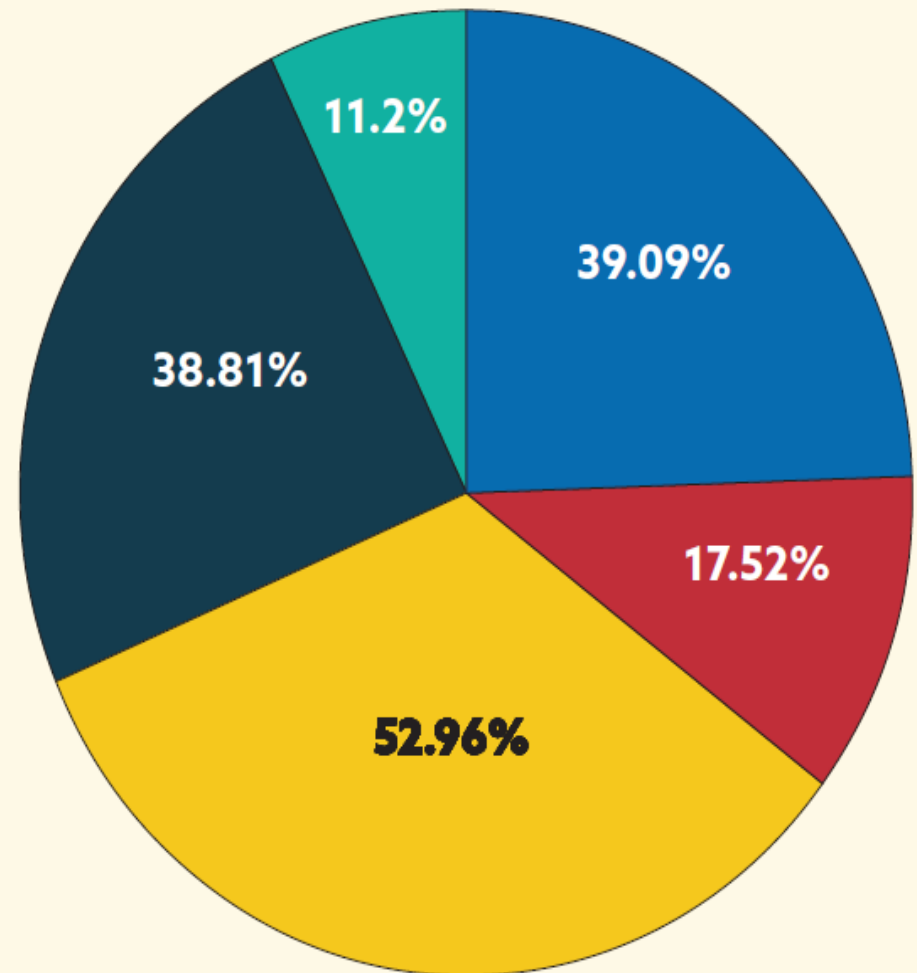
# Patient Preferred sources of Information






## The prescriber opinion

When Prescribers were asked the same question, 76% stated hard copy printed information would be the preferred option.

*This contrasts with the patients/public where just 17.5% selected this.*

Q6 If you are not confident to manage these conditions yourself, what do you think would help you to become more confident? Tick all that apply.



-  An online resource such as a document or a video to watch
-  A hard copy printed information leaflet
-  A face-to-face conversation with a healthcare professional such as a nurse or pharmacist
-  A telephone conversation with a healthcare professional
-  Other (please specify)

# Social Media

- Reached over 1 million people
- Only 8% negative comments & challenged by others reacting to their comments
- Significant feedback that it is the GPs responsibility to stop prescribing
- Concerns raised that NHS should be able to purchase medicines more cost effectively

**STANDOUTMEDIA**

**NHS**

*Barnsley Clinical Commissioning Group*

Putting Barnsley People First

# Health and Care Working Together in South Yorkshire and Bassetlaw

## Next Steps

- **Standout Media have been commissioned to support implementation across SY&B**
- **Barnsley campaign is planned to begin on 1<sup>st</sup> June 2019**

# Barnsley Feedback: How to Implement

- Provide plenty of notice before implementing this change locally
- Communications is key
  - Provide guidance on
    - what self-care is
    - how long things should last and when to get further information
    - where to go

# How to Implement Continued

- Ensure language is clear
- Advertise it clearly (range of examples were given)
  - Consider promoting cheaper generic brands to reduce cost burden
  - When the change happens, ensure that current prescriptions aren't changed without a review of case and conversation with individual

# Barnsley PharmacyFirst

- Scheme valued but needs to be amended to abide with OTC national guidance
- Barnsley consultation outcome – for minority of public who had concerns about OTC changes requested:-
  - Sufficient notice to be given to patients about changes. Clear Communication plan
  - resources and support to patients made available



# PharmacyFirst Conditions

Cough and  
Colds

Earache

Hay Fever

Infant Colic  
Pain

Scabies

Allergies

Cold Sores

Diarrhoea

Ear wax

Headache

Mouth Ulcers

Sore Throat

Athlete's Foot

Conjunctivitis

Eczema

Head lice

Nasal

Congestion

Teething

Threadworms

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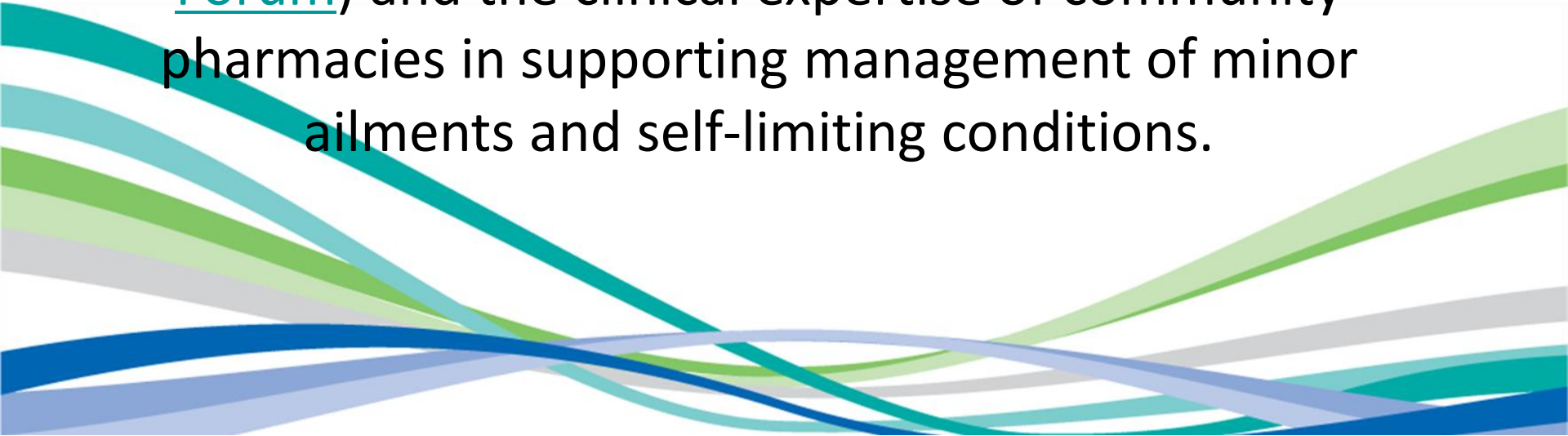
Indigestion

Nappy Rash

Warts Verrucae

# New Patients

If a patient presents with a condition that can be managed with an over the counter preparation and / or self-care, sign post the patient to a pharmacy who will be able to offer advice and recommend a suitable preparation (see [useful resources](#) for 'no prescription required' leaflets and the tables below for patient information for each condition/item). Promote the self-care websites ([NHS.uk](#), [Self-Care Forum](#)) and the clinical expertise of community pharmacies in supporting management of minor ailments and self-limiting conditions.



# Exceptionality

- Circumstances where the prescriber believes that in their **clinical judgement**, exceptional circumstances exist that warrant deviation from the recommendation to self-care.

- Individual patients where the clinician considers that their ability to self-manage is compromised as a consequence of medical, mental health or significant social vulnerability to the extent that **their health and/or wellbeing could be adversely affected, if reliant on self-care.**

- *To note that being exempt from paying a prescription charge does not automatically warrant an exception to the guidance. Consideration should also be given to safeguarding issues.*

# Referrals to Community Pharmacy

- Might increase & proportion of these will purchase products
- If it is appropriate in 'exceptional circumstances' to treat , then ensure that the patient is assessed and reviewed as appropriate. Document the exception/reason for prescribing in PharmOutcomes

# Self Care Resource Pack

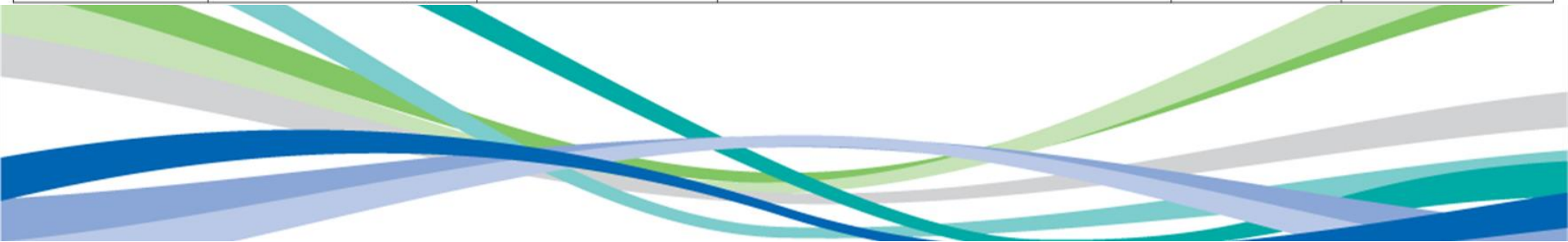
- End of March/ Early April expected to complete
- Publicised
- Hard copies available for all Pharmacies which request.
- Hosted on the Barnsley CCG BEST website.



|                         |  |   |  |  |   |
|-------------------------|--|---|--|--|---|
| <p><b>Head lice</b></p> | <p>No routine exceptions have been identified.<br/>See <a href="#">page 2</a> for general exceptions (e.g. current skin conditions of the scalp or side effects of a severe infestation)</p> | <p>Creams or lotions for head lice (e.g. malathion or dimeticone)</p> <p>Bug busting (conditioner and headlice combs)</p> | <p><b>Creams and lotions</b> - children under 6 months, pregnancy and breastfeeding (some products), avoid use on broken or inflamed skin</p> <p><b>Conditioner and headlice combs</b> – no restrictions</p> | <p><a href="#">Head lice and nits - NHS</a></p> <p><a href="#">PrescQIPP: Headlice</a><br/>(Self care postcard - PrescQIPP login required)</p> | <p><a href="#">Head lice - NICE CKS</a></p> |
|-------------------------|--|---|--|--|---|



|                                     |  |   |   |   |  |
|-------------------------------------|--|---|---|---|--|
| <p><b>Vitamins and minerals</b></p> | <p>Medically diagnosed deficiency, including for those patients who may have a lifelong or chronic condition or have undergone surgery that results in malabsorption. Continuing need should however be reviewed on a regular basis.</p> <p><i>NB maintenance or preventative treatment is not an exception.</i></p> <p>Calcium and vitamin D for osteoporosis.</p> <p>Malnutrition including alcoholism (see <a href="#">NICE Guidance</a>)</p> <p><i>Patients suitable to receive Healthy start vitamins for pregnancy or children between the ages 6 months to their fourth birthday. (NB</i></p> | <p>Vitamin D (NB. Not the high strength preparations used to treat deficiency),</p> <p>Vitamin B compound tablets</p> <p>Vitamin C effervescent 1g tablets</p> <p>Multivitamin preparations</p> | <p>Many are food supplements so limited information available</p> | <p><a href="#">Do I need vitamin supplements? - NHS</a></p> <p><a href="#">Healthy Start vitamins</a></p> <p><a href="#">NHS Choices: Supplements, Who Needs Them? A behind the Headlines Report, June 2011</a></p> | <p><a href="#">and management PrescQIPP bulletin 107, August 2015; the prescribing of vitamins and minerals including vitamin B preparations (DROP-list)</a></p> |
|-------------------------------------|--|---|---|---|--|



http://best.barnsleyccg.nhs.uk/ Home - Barnsley CCG Intranet Home - BEST

**BEST Portal** Everywf Search this site... Search Create account - Log in













Contact numbers Diagnostic tools Prescribing guidelines Patient information sheets Investigation/referrals Useful websites

Home BEST events Education and events Relaxation Medicines

Home







### Clinical support by body system

Find a resource

|  |  |   |   |
|--|--|---|---|
| <br>Brain and mental health | <br>Ophthalmology and ENT             | <br>Respiratory and Smoking                        | <br>Cardiovascular and Lipids                |
| <br>Endocrine and Diabetes  | <br>Gastroenterology                  | <br>Renal, Urology and Mens Health                 | <br>Women's and Sexual Health                |
| <br>Paediatrics             | <br>Dermatology, MSK and Rheumatology | <br>Cancer, Palliative Care, Pain and Older People | <br>Laboratory investigations and Infections |

### Clinical support by type

Find a resource

|  |   |  |
|--|---|--|
| <br>Anatomy | <br>Diagnostic tools | <br>Local pathways and guidelines |
|             |                      |                                   |

11:25 28/Sep/2017

# PharmacyFirst Changes

- Extending advice for Wet combing - “Bug Busting
- Accepted areas
  - Spacer device exchange
  - Labelling - label OTC medication so that it can be used in schools, play groups etc.
- Blood Glucose Meter supply and training is currently being considered

# Implementation Plan

- Letter out to Pharmacies giving notice 1<sup>st</sup> Of June 19 implementation plan.
- Followed by:-
  - Resource Pack completed
  - PharmOutcomes Platform changes completed
  - PharmacyFirst Scheme resources “call back” – quarantine and new materials circulated
  - Campaign materials/resources out before end of May

# Feedback & Questions ?

Feedback sheets on the table – need each person here to write down at least one suggestion and/or comment

PharmacyFirst

