

Self-Care/OTC Medicines Campaign

Stacey Stanton: Medicines Optimisation Technician

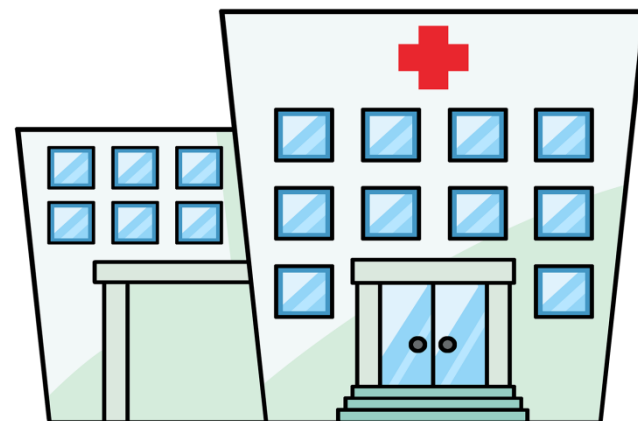
Ken Latta: Head of Medicines Management



Did you know.....?

There are **57 million** GP consultations a year for minor ailments at a total cost to the NHS of **£2 billion**, which takes up, on average, **an hour a day for every GP**.

In North Yorkshire, **£3.6 million** is spent by the NHS on medicines that are readily available from pharmacies and supermarkets.



Think Pharmacy!

Your pharmacy should be your first choice for advice and treatment for common conditions such as:



- Acute sore throats
- Head lice
- Insect bites and stings
- Indigestion and heartburn
- Cuts and bruises
- Conjunctivitis
- Earwax
- Mild to moderate hay fever
- Cold, coughs and nasal congestion
- Travel sickness



National NHS Published Guidance

In March 2018, NHS England published guidance about reducing the prescribing of medicines or treatments that are available to buy over-the-counter.

This means that certain medicines may no longer be prescribed if you can buy them over-the-counter.



From 1st October 2020

GPs in North Yorkshire will no longer routinely prescribe medicines that patients can buy themselves from a pharmacy or supermarket for minor health conditions like coughs, colds, aches and pains.

This does not affect the prescribing of over-the-counter treatments for long-term or more complex conditions, or where minor illnesses are a symptom or side effect of a more serious condition.



Implementing NHS Guidance Across North Yorkshire

North Yorkshire Clinical Commissioning Group hope to see :-

- **Less pressure on GP appointments**, improving access for those in greatest need
- A **£1.57 million reduction** in spending on over-the-counter medicines
- More people visiting a community pharmacy (where no appointment is necessary) for advice on managing minor conditions
- A greater public awareness of self-care





Sometimes, we need relief from congestion too

Your GP won't usually prescribe medicines that can be bought over-the-counter for minor health concerns like coughs and colds.

You can always get the advice and medicines you need from your local pharmacy without an appointment, saving you time and helping to free up GP appointments for those who need them.

To find out more, visit: www.prescriptionchanges.co.uk

Developed by the Clinical Commissioning Groups in Humber, Coast and Vale



North Yorkshire
Clinical Commissioning Group

NHS VERSUS High Street

Many medicines can be bought from supermarkets and pharmacies at a lower cost than that incurred by the NHS.

For example, a pack of 12 anti-sickness tablets costs around £2 from a pharmacy – it costs £3 for the NHS to prescribe the same product.

That increases to more than £35 when consultation and other admin costs are included.



Why does the NHS want to reduce prescribing of these medicines?

The NHS has to make difficult choices about what it spends taxpayer money on and how much value the taxpayer is getting for that money. Medicines to treat these conditions are available to buy over-the-counter. Your Pharmacy Team can advise patients on self-care and also on which are the lowest cost versions of medicines available.

By reducing the amount the NHS spends on treating these minor health conditions, the NHS can give priority to treatments for patients with more serious conditions such as cancer and mental health problems.



Why is Self-Care good for people?

Empowering people with the confidence and information to look after themselves when they can, and visit the GP when they need to.

Gives people **greater control** of their own health.

Encourages **healthy behaviours** that help prevent ill health in the long-term.

Your Pharmacy Team have the **knowledge and skills** to help with many healthcare conditions, and you don't need an appointment.

Visiting your local pharmacy first helps to make **more GP appointments** available for people with more complex healthcare needs.

If you have something more serious, your pharmacy team is trained to signpost you quickly to the right medical care.



Choose Self-Care



By keeping a selection of essential medicines at home you can treat common conditions in a timely manner, avoid unnecessary trips to see your doctor and/or even visits to the A&E department. These could include:

- Painkillers
- Indigestion medicines and treatments for constipation and diarrhoea
- Remedies for hay fever, sunblock and after sun
- Basic first aid items (plasters/ antiseptic cream)

<https://www.nhs.uk/live-well/healthy-body/your-medicine-cabinet/>



North Yorkshire CCG Campaign

Patients will be informed of changes to North Yorkshire CCG 'over-the-counter' medicines prescribing policy via:

- SMS message / email
- Posters and leaflets in GP practices and pharmacies
- 'Stakeholder' briefing and media
- Regular social media posts and website updates
- 'No Prescription Required' leaflet and information



£1 million goes along way.....

Every **£1 million** saved on prescriptions for over-the-counter medicines could pay for:

- **39** more community nurses, or
- **270** more hip replacements, or
- **66** more drug treatment courses for breast cancer, or
- **1,000** more drug treatment courses for Alzheimer's, or
- **66,000** more GP appointments (excluding admin and practice staff time)



What conditions are included in this change?

Acute sore throat	Conjunctivitis	Cough, colds and nasal congestion
Cradle cap	Dandruff	Diarrhoea (adults)
Dry eyes/sore tired eyes	Earwax	Excessive sweating
Haemorrhoids	Head lice	Indigestion and heartburn
Infant colic	Infrequent cold sores of the lip	Infrequent constipation
Infrequent migraine	Mild cystitis	Mild dry skin
Mild irritant dermatitis	Mild to moderate hay fever	Mouth ulcers
Nappy rash	Oral thrush	Prevention of tooth decay
Ringworm/athletes foot	Sunburn	Sun protection
Teething/mild toothache	Threadworms	Minor conditions associated with pain, discomfort and fever (e.g. aches and sprains, headache, period pain, back pain)
Travel sickness	Warts and verrucae	

Probiotics, and some vitamins and minerals will also no longer be routinely prescribed because most people can and should get these from eating a healthy, varied and balance diet.

In some special cases patients will still be able to get prescriptions for the conditions (or medicines used to treat them) in the list above.



General Exceptions to the Guidance

- Long term conditions e.g. regular pain relief for chronic arthritis.
- Treatment of more complex forms of minor illnesses.
- For those patients that have red flag symptoms that suggest the condition is not minor.
- Treatment for complex patients e.g. immunosuppressed patients.
- OTC products to treat an adverse effect or symptom of a more complex illness.
- Circumstances where the product licence doesn't allow the product to be sold over the counter to certain groups of patients.
- Minor condition suitable for self-care that has not responded sufficiently to treatment with an OTC product.
- Patients where the clinician considers that the presenting symptom is due to a condition that would not be considered minor.
- Individual patients – their ability to self-manage is compromised.
- Exceptional circumstances.



If you would like to provide feedback/comments

Please let us know:

stacey.stanton@nhs.net

