

## **Pfizer extends its medicines optimisation public awareness campaign for 2013**

-----

***Important messages around medicines use and the role of the pharmacist need reinforcing  
to ensure the public are getting the best out of their medicines***

**London, 18 November 2013:** Pfizer will extend its medicines optimisation awareness campaign into 2013 with a launch to consumers on the 25th of November. This year, the campaign which first appeared in October 2012, reveals statistics from a new patient survey about how the public take their medicines highlighting the importance of medicines adherence and the expertise available within community pharmacy to support patients in getting the best out of their medicines.

The survey, which polled 1,500 members of the public, revealed 74% of the respondents said they would be more likely to take their medicines as prescribed if they understood more about them, yet many were unaware of the wide range of medicines advice and support readily available through their high street pharmacies.<sup>1</sup> Taking medicines as prescribed is essential in ensuring our future good health, keeping us working and reducing the burden on the NHS.<sup>2</sup>

Prof Rob Horne, Professor of Behavioural Medicine, University College London (UCL) School of Pharmacy, whose team assisted in the development of the survey comments, “The results of the survey support published data, confirming that patients do experience difficulties in following treatment recommendations and that the reasons for this are many and complex. This highlights the need for tailored information that addresses patients’ individual perceptual and practical barriers to medicines adherence and with a pharmacy on every high-street, pharmacy teams are well placed to contribute to this.”

The medicines optimisation campaign is supported by The National Pharmacy Association (NPA), The Pharmaceutical Services Negotiating Committee (PSNC), Pharmacy Voice and the Royal Pharmaceutical Society (RPS). In addition the campaign features a range of eye-catching pharmacy posters, which this year includes a new patient webpage hosted by the NPA’s Ask Your Pharmacist website [www.npa.co.uk/AYP/MO](http://www.npa.co.uk/AYP/MO). The addition of the webpage provides the public with easy access to a range of resources about medicines use and pharmacy services both on [askyourpharmacist.co.uk](http://askyourpharmacist.co.uk) and other websites.

“The NPA is keen to support any activity that reminds the public of the medicines expertise that resides in community pharmacy and highlights the services we can provide to support effective medicines use and improve health outcomes,” says Mike Holden, Chief Executive of the NPA. “I would encourage our members to get involved and use this campaign as an opportunity to engage with patients in their pharmacies.”

This year’s activity will follow a more targeted approach, concentrating on five specific regions in order to measure public response to the campaign. Using the same striking imagery from the 2012 campaign, a revamped national poster and three new regional posters have been produced for the North West, North East, and South East England. For the first time posters for North and South Wales, in both Welsh and English language versions are available. Posters can be downloaded from the websites of the organisations supporting the campaign.

Commenting on the launch, Alison Wheeler, Head of Customer and Channel Marketing at Pfizer said, “By continuing the medicines optimisation campaign in 2013, we aim to reinforce important messages to the public about the value of community pharmacy and to encourage patients to take advantage of pharmacy services and expertise. Pfizer is committed to supporting community pharmacy and, through Pfizer Healthy Partnerships, we provide a range of tools and resources to assist pharmacists in helping their patients to get the best out of their medicines.”

Pfizer supports medicines optimisation by encouraging more collaboration with the NHS and local health economies, by understanding their specific needs and working together to develop solutions for their communities.

ends -

**For further media information, please contact:**

Pfizer Press Office 0845 300 8033 <a href="mailto:pressofficeUK@pfizer.com">pressofficeUK@pfizer.com</a>	Rachel Hind 07710 460724 <a href="mailto:rachel@liberationcomms.com">rachel@liberationcomms.com</a>
--	---

**About medicines optimisation:**

- Medicines optimisation is about having a patient-centred approach to medicines use, making sure we improve patient outcomes and reduce wastage, improving their long-term health and ensuring better value for the NHS
- The National Institute for Health and Care Excellence (NICE) is currently consulting on the development of a Medicines Optimisation Clinical Guideline. More information can be found at: <http://guidance.nice.org.uk/CG/Wave0/676>
- Pharmacists offer a number of services such as Medicines Use Reviews (MURs), New Medicines Service (NMS) and adherence programmes to help support people in optimising their medicines use
- In 2010, a report commissioned by the Department of Health into the scale, causes and costs of waste medicines identified that medicines wastage costs the NHS around £300 million each year.<sup>3</sup> It is also estimated that the additional burden on the NHS caused by people not taking their medicines properly and failing to attain their full health benefits, costs in excess of £500 million<sup>3</sup> The report found that although savings could be generated by reducing medicines wastage, greater returns could be generated by encouraging patients to take their medications more effectively.<sup>3</sup> As a result, 'medicines optimisation' has now been accepted as fundamentally important to improving patient outcomes and driving efficiencies within the NHS

#### **About the survey:<sup>1</sup>**

- 1,502 members of the general population from the North East (11.5%), North West (30%), South East (27.7%), London (23.5%) and Wales (7.3%), who are currently taking at least one prescription medicine, were surveyed via an online questionnaire
- The survey was conducted between the 28<sup>th</sup> June - 17<sup>th</sup> July, 2013
- Sample breakdown:
  - The split between male and female was 37.1% and 62.9% respectively
  - 16.6% of respondents were 65 years or older, 24.6% were aged 55-64, 24.6% were aged 45 - 54, 20.4% were aged 34 - 44, 12% were aged 25 - 34 and 1.9% were aged 18 - 24
  - 29.2% were taking one prescription medicine, 19.9% were taking two, 10.9% were taking three and 40% were taking more than three

#### **About Ask Your Pharmacist:**

Ask Your Pharmacist is a campaign led by the National Pharmacy Association which aims to raise awareness of the support, advice and services available to people at their local community pharmacy. For more information, visit [www.npa.co.uk/AYP/Getting-the-most-out-of-medicines/](http://www.npa.co.uk/AYP/Getting-the-most-out-of-medicines/)

**About Pfizer Healthy Partnerships (PHP):**

- Pfizer is committed to investing in the future of pharmacy. The company's investment is represented by Pfizer Healthy Partnerships (PHP) - a selection of tools and resources connecting pharmacists with professional and commercial support
- PHP can benefit pharmacists by building confidence in engaging with patients, supporting professional development and delivering commercial value
- PHP has three strands
  - Supporting professional development – providing learning resources and skills development training
  - Enhancing the patient experience – helping pharmacy to provide a quality patient experience with training for pharmacists and support materials for patients
  - Delivering commercial value – helping pharmacy to realise commercial opportunities by embarking on a number of initiatives to deliver commercial value for pharmacy businesses
- For further information on PHP, pharmacy professionals can visit 'Access Pfizer' ([www.accesspfizer.co.uk](http://www.accesspfizer.co.uk)) - the one-stop shop of valuable information for Pfizer's dispensing customers

**About Pfizer: Pfizer: Working Together for a Healthier World™**

At Pfizer, we apply science and our global resources to improve health and well-being at every stage of life. We strive to set the standard for quality, safety and value in the discovery, development and manufacturing of medicines. Our diversified global health care portfolio includes medicines and vaccines, as well as many of the world's best-known consumer healthcare products. Every day, Pfizer colleagues work to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as one of the world's premier innovative biopharmaceutical companies, we also collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. In the UK, Pfizer has its business headquarters in Surrey and is a major supplier of medicines to the NHS. To learn more about our commitments, please visit us at [www.pfizer.co.uk](http://www.pfizer.co.uk).

## References

1. Pfizer Medicines Optimisation Patient Survey. Data on file. September 2013.  
[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/216528/dh\\_134486.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/216528/dh_134486.pdf)
2. Delivering Value to the UK. The contribution of the pharmaceutical industry to patients, the NHS and the economy. The Association of the British Pharmaceutical Industry. 2013.
3. Evaluation of the Scale, Causes and Costs of Waste Medicines Final report, YHEC / School of Pharmacy University of London, November 2010.  
[http://php.york.ac.uk/inst/yhec/web/news/documents/Evaluation\\_of\\_NHS\\_Medicines\\_Waste\\_Nov\\_2010.pdf](http://php.york.ac.uk/inst/yhec/web/news/documents/Evaluation_of_NHS_Medicines_Waste_Nov_2010.pdf)

UK/PHP/13/0174

Date of preparation: November 2013