

Medicines

Optimisation intervention brief

Medicines Optimisation Incentive Scheme 2019/20

Cost saving intervention

TITLE?
CS2.3.2 Increase Over the Counter (OTC) medication for mild to moderate hay fever
WHAT?
<ul style="list-style-type: none"> Encourage patients with mild to moderate hay fever symptoms to purchase OTC medication from community pharmacies without seeing a doctor, patients can also be encouraged to manage their condition by avoiding triggers.
WHY?
<ul style="list-style-type: none"> OTC hay fever medication is readily available to purchase and are often cheaper than medicines on prescription NHS England has launched a public consultation on reducing prescribing of over-the-counter (OTC) medicines for minor, short-term health concerns which could save the NHS £136 million a year and encourage more people to self-care.
WHO?
<ul style="list-style-type: none"> All practices should encourage patients to purchase OTC hay fever medication by using the hay fever resources provided including posters, patient information leaflets and website statements Practices can inform patients of the cost of common OTC hay fever medications https://psnc.org.uk/northamptonshire-and-milton-keynes-lpc/wp-content/uploads/sites/102/2019/03/Tablet-Press-Extra-Hay-fever-OTC.pdf
TIPS?
<ul style="list-style-type: none"> Patients can speak to their local pharmacist to get advice on the best treatment for their symptoms and should always read the patient information leaflet that is included with the medicine NHS England has also provided a patient information leaflet https://www.england.nhs.uk/wp-content/uploads/2018/08/1a-over-the-counter-leaflet-v1.pdf
HOW?
<ul style="list-style-type: none"> Encourage practices to add to their practice website the link to the CCG information regarding hay fever on the WHCCG website Display hay fever poster in waiting rooms Digital resources from WHCCG Facebook and Twitter should be shared using the practice Facebook and Twitter accounts.
SO WHAT?
<ul style="list-style-type: none"> Release potential savings of £214,000 per annum.
FURTHER INFORMATION
<ol style="list-style-type: none"> https://www.nhs.uk/conditions/allergies/ https://www.allergyuk.org/ https://www.england.nhs.uk/medicines/over-the-counter-items-which-should-not-routinely-be-prescribed/

