

A decorative graphic at the top of the slide featuring two overlapping triangles. The left triangle is a light green color, and the right triangle is a yellow-green color. They are positioned against a light grey background.

The New Marketplace - The purchasers Perspective – NHS UK

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The National Health Service

- Just when we thought it was calming down!



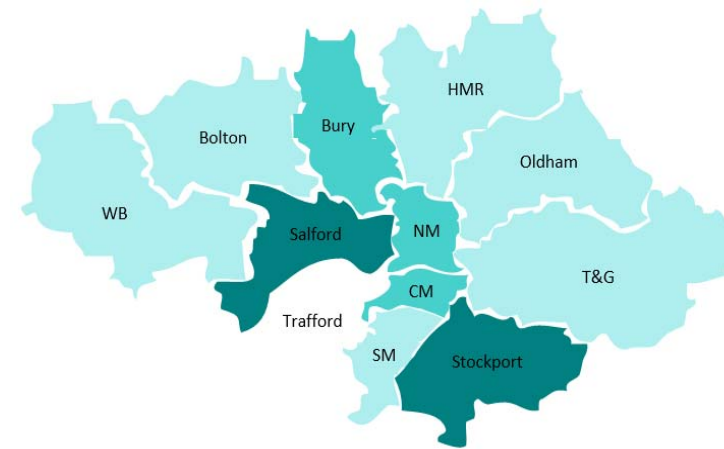
Health + Care closer





Greater Manchester

'Devo Manc'



- City Region
 - 2.8 million people - 5.1% of England
 - Diverse population - Poor life expectancy
 - Biggest economy outside of South East England
 - £17bn Tax -> £21bn Public services
 - 12 CCGs, 13 NHS providers, 10 Local Authorities
- Health priorities - £5bn
 - **Greatest and fastest improvement to the health and wellbeing**
 - Reduce hospital admissions, Major service reconfiguration
- 5.8% of England Rx spend – c £830M 17% Health + care
 - 14% greater need or just higher cost per head?
 - Is use optimised?

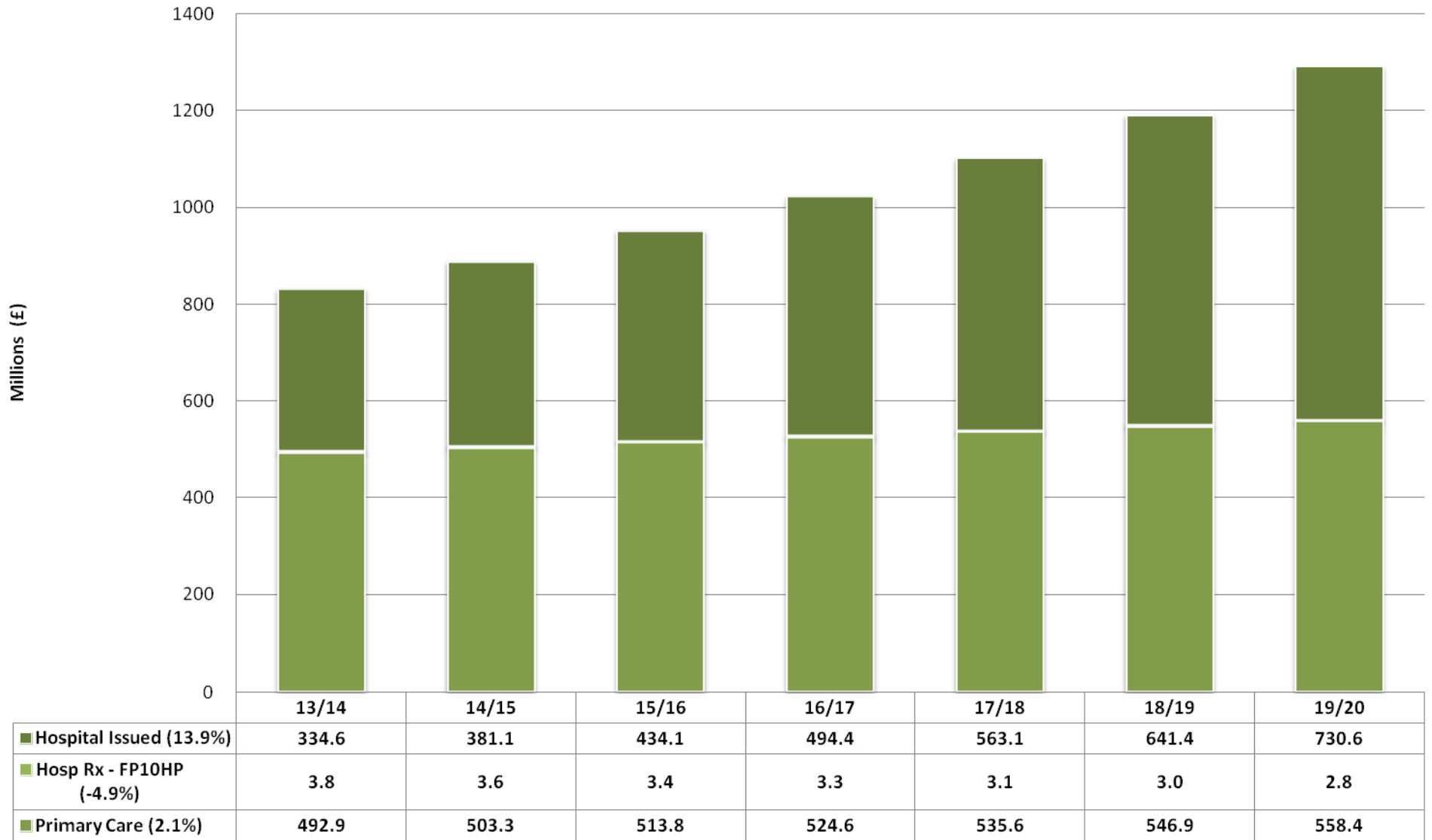


How can we do it?

Better care, Better outcomes, ...but limited resources

- Average CCG increase 1.7%
- PbR Tariff (de)escalator -3% efficiency + inflation
- Prescribing growth
 - Primary care 2-4%
 - Acute Care 13-15%
 - Total 7- 9%**

GM Projected Prescribing Growth



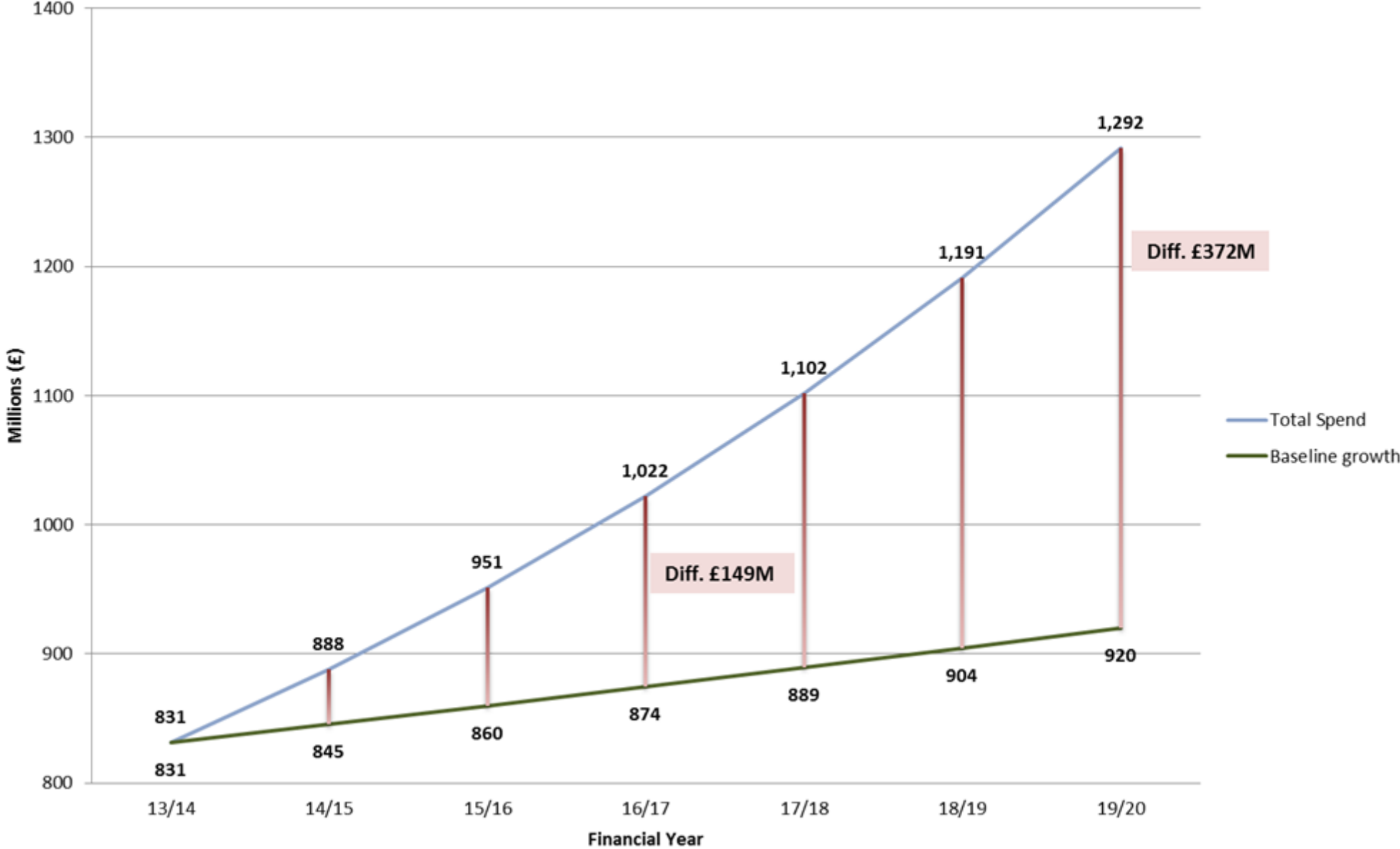
Assumptions:

Growth at current rates, modified by active interventions in many CCGs and Trusts

Factors NOT factored in:

PPRS, Biosimilars, Generics, Service reconfiguration, Changed Medicines Optimisation activity

GM Prescribing Growth vs Baseline growth





Local decision making GMMMG



- Strategic Optimisation decisions for 11 years
- Excellent clinical engagement
 - Many clinicians at every meeting
 - REAL voice and influence
- Subgroup work
 - Formulary - biggest reach in UK + DNP & Grey list
 - Interface - allows more focus on shared care
 - New therapies – 131 statements
 - Pathways – RA most proud

• Quicker than

NICE

National Institute for
Health and Care Excellence

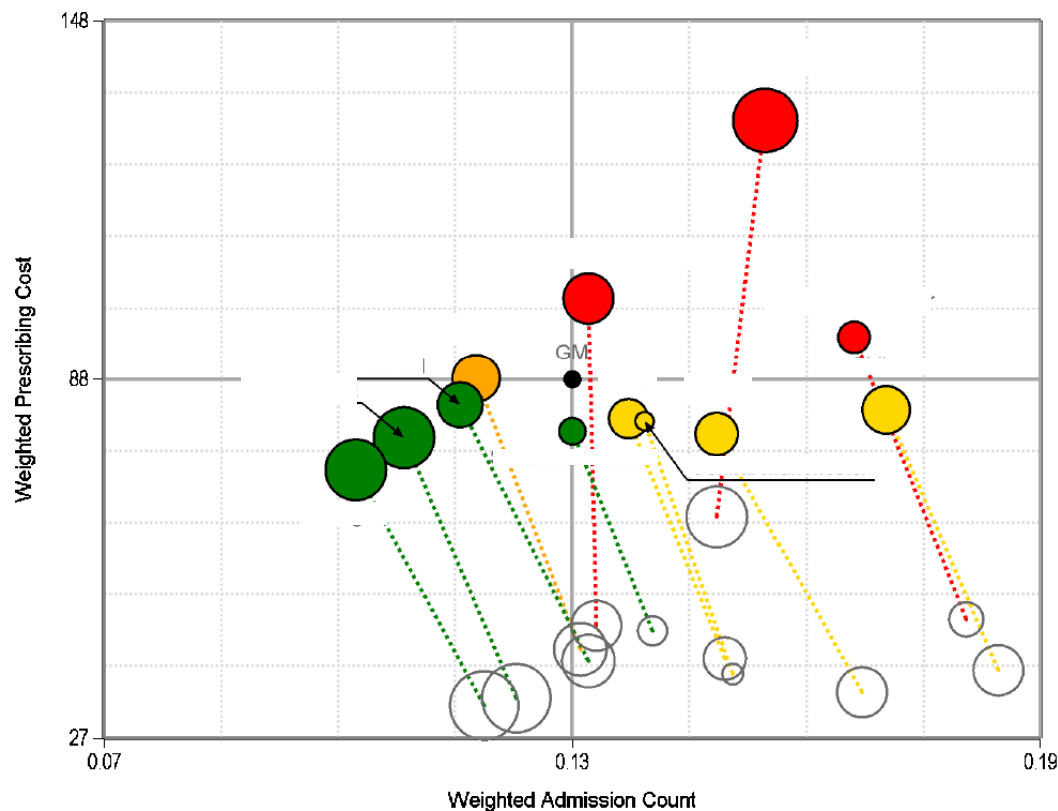
• Respected locally and nationally

The screenshot shows the GMMMG Greater Manchester Medicines Management Group website. At the top, there is a navigation bar with links for Home, Joint Formulary, RAG, New Drugs, GMMMG Guidance, and Meetings. Below the navigation bar, there is a search bar and a section titled 'Our aim' which states: 'To identify and act as champions for the appropriate use of medicines across Greater Manchester, taking into account four main issues: Cost effectiveness, Quality, Equality, Patient Safety'. There is also a 'Latest News' section with a date of 03 Dec 2014 and a 'News Summary Page' link at the bottom right.



Excellent information

Greater Manchester - STROKE - Last 12 months



High Prescribing, Low Admissions
 Summary: Good patient outcomes, but at high prescribing cost
 Action: Improve prescribing efficiency

Low Prescribing, Low Admissions
 Summary: Best practice care
 Action: Maintain, share best practice with peers

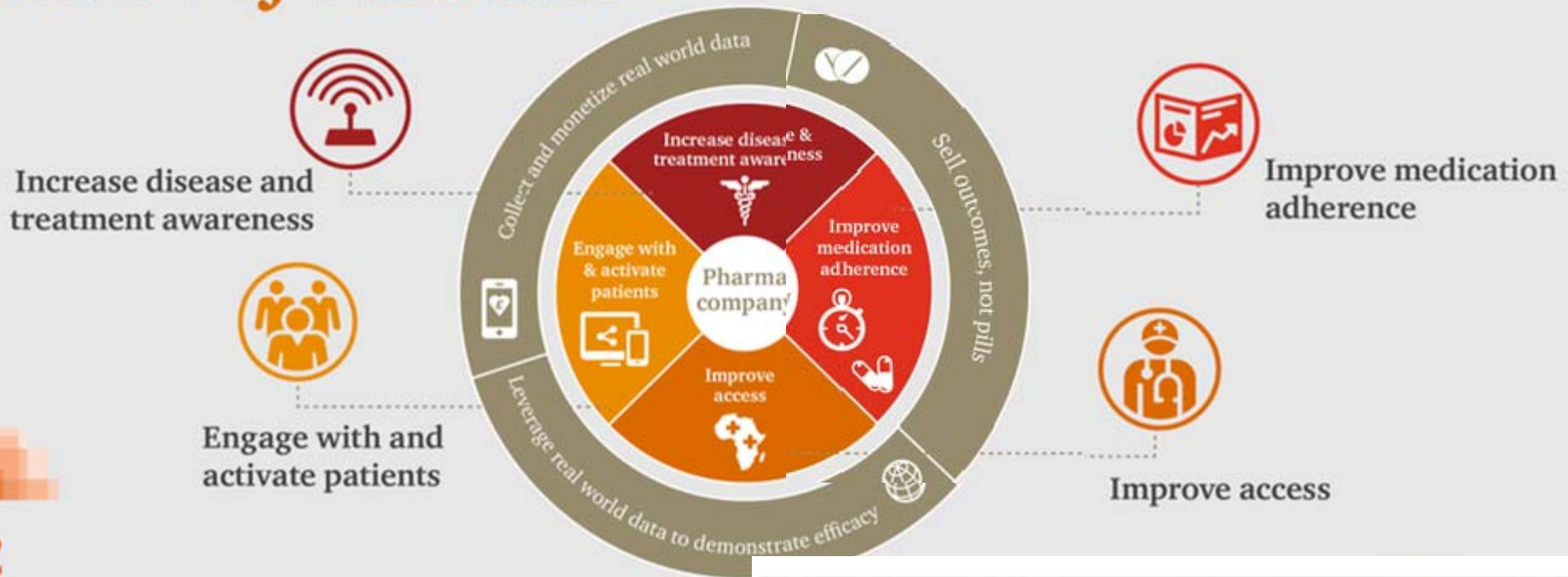
High Prescribing, High Admissions
 Summary: Inefficient prescribing and possible patient harms
 Action: Validate practice register, high prescribing not reducing admissions – prioritising patient reviews required

Low Prescribing, High Admissions
 Summary: Possible under-treatment and possible patient harms
 Action: Validate practice register, low prescribing with higher admissions than expected – targeted patient reviews required



To access OUR market... Sell Outcomes - not molecules

The future of Pharma



But nobody does!
Payment mechanisms don't help!

**We include a five-year
guarantee on all TVs**

We do it already! In other areas!!





But Change is essential!!!

Self care -> Assisted -> Managed -> Intensive support

- Joined up Health and social care

- Health AND Wellbeing
- Personal budgets
- Technology
- Programme budgets -> Best Care -





Self care – body and mind!

“Seventy per cent of what we can do to prevent disease, and prevent it getting worse, is down to the way we live – medicine contributes a modest 30 per cent.

Many investigations and treatments are of marginal benefit and the evidence on which they are based is poor. For the majority of symptoms, **you may well be better off with a dog than a doctor.”**

Dr Phil Hammond





Thank You

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