

Better Health and Wellbeing for All – Medicines Strategic Plan Medicines Strategy Year 1 Progress Overview



2025 –2030

What We Set Out to Do

“In the future, the decision to stop a medicine will be as commonplace as the decision to start a medicine”

We are achieving this by focusing on:



Improving Patient Outcomes



System Wide Consistency



Smarter Prescribing Practices



Reducing Medicine-Related Harm

Medicines strategic priorities



Over prescribing

Reduce polypharmacy and overprescribing



Antimicrobial Stewardship

Improve the quality of prescribing



Analgesia

Reduce dependence in long term pain



CVD and diabetes

Optimise treatment to reduce deaths and hospital admissions



Respiratory

Optimise treatment, reduce hospital admissions



Anxiety and depression

Reduce long-term prescribing, improve access to non-pharmacological therapies

Year 1 Focus

Building Essential Infrastructure

- Year 1 focused on establishing the infrastructure vital for effective Medicines Strategy delivery.

Developing Dashboards and Reporting

- Comprehensive dashboards enhanced visibility of prescribing patterns for better improvement opportunities.

Contract Alignment Across Care

- Aligning contracts in primary and secondary care ensured shared objectives and accountability among providers.

Clinician and Provider Engagement

Engagement ensured the strategy is supported and implemented effectively across all healthcare sectors.

What's in Place

Prescribing Outcomes Scheme

System-wide scheme aligns GP practice expectations and incentives with strategic priorities for consistent prescribing outcomes.

Updated Trust Contracts

Contracts now clearly define Medicines Strategy delivery requirements, ensuring accountability in secondary care.

Real-Time Performance Monitoring

Dashboards provide transparency and enable targeted interventions through continuous performance monitoring.

High Provider Engagement

Strong commitment from providers fosters coordinated approach in medicines optimisation and strategy execution.

Patient Engagement Campaigns

across NENC via social media and in all healthcare settings to drive behavioural change



The advertisement features a blue background with white floral patterns. At the top right is the NHS logo. The main headline reads 'Still using a blue inhaler?' in large white and blue text. To the right of the text is a blue inhaler with a large red 'X' over it. Below the headline, there is a collection of various modern inhalers in white, pink, and red. To the right of the inhalers, the text says 'There are better options that last longer and help control your asthma.' and 'Your blue inhaler works fast but only helps you for a few hours.' At the bottom left, it says 'Book your asthma review today. Scan the QR code to find out more.' Below this is a blue banner with the hashtag '#BlueToNew' and a 'HERE TO HELP' button. On the right is a QR code.

NHS

Still using a blue inhaler?

There are better options
that last longer and help
control your asthma.

Your blue inhaler works fast but
only helps you for a few hours.

Book your asthma review today.
Scan the QR code to find out more.

#BlueToNew **HERE TO HELP**



Strategy Indicator Trends

Positive Outcome Improvements

30/32 Key outcome indicators for Medicines Strategy have all improved from baseline in year one.

Better use of medicines

Antimicrobial prescribing and opioid reduction show notable improvements along with better use of medicines in treating cardiovascular and diabetes disease.

Ongoing Challenges

Rising polypharmacy in older patients and multiple antidepressant use highlight areas needing additional focus.



Firm foundations established with clear trajectory for continued improvement and system-wide impact

CVD



+0.2%

AF patients who are prescribed an anticoagulant



+4.9%

Preventative lipid prescribing



+0.2%

CVD Patients lipid prescribing



+5.5%

Direct Acting Oral Anticoagulants (DOACs) prescribed as generic



+1.6%

Hypertensive patients to target



+7%

CVD patients to target

Antimicrobials



-6.2%

Reduce antibiotic prescribing across NENC



+26.2%

% of 5 day Penicillin V Courses



+9.4%

% of 5 day Amoxicillin Courses



+79%

% of 5 day Flucloxacillin Courses



+28.2%

% of 5 day Doxycycline Courses



+2.2%

% antibiotics prescribed from ACCESS Category (Primary Care)



+3.5%

% antibiotics prescribed from ACCESS Category (Secondary Care)

Analgesia



-4.3%

Patients prescribed analgesia



-3.8%

Opioid analgesia for >6 months



-5%

High dose opioids



-6.5%

Gabapentinoids



-5.1%

NSAIDs

Diabetes



+8.0%

Improve Blood Glucose & Blood Pressure Control



+4.7%

High dose folic acid in pregnancy



-20.3%

A&E attendances (Age 65+) due to Hypoglycaemia



+7.6%

Improve Blood Glucose & Blood Pressure Control



+28.6%

High dose folic acid in pregnancy

Anxiety & Depression



-0.5%

Adults prescribed antidepressants long-term



+6.3%

Adults prescribed 3+ antidepressants



-2.4%

Daily quantities of oral anxiolytics and hypnotics

Respiratory



-14.8%

Short acting beta agonist (SABA) inhalers



-4.7%

Carbon impact per salbutamol inhaler



+11.3%

Combination inhalers for COPD and asthma

Overprescribing



-1.3%

% of patients prescribed 3 or more medicines



-3.5%

% of patients aged 65+ with high anticholinergic burden

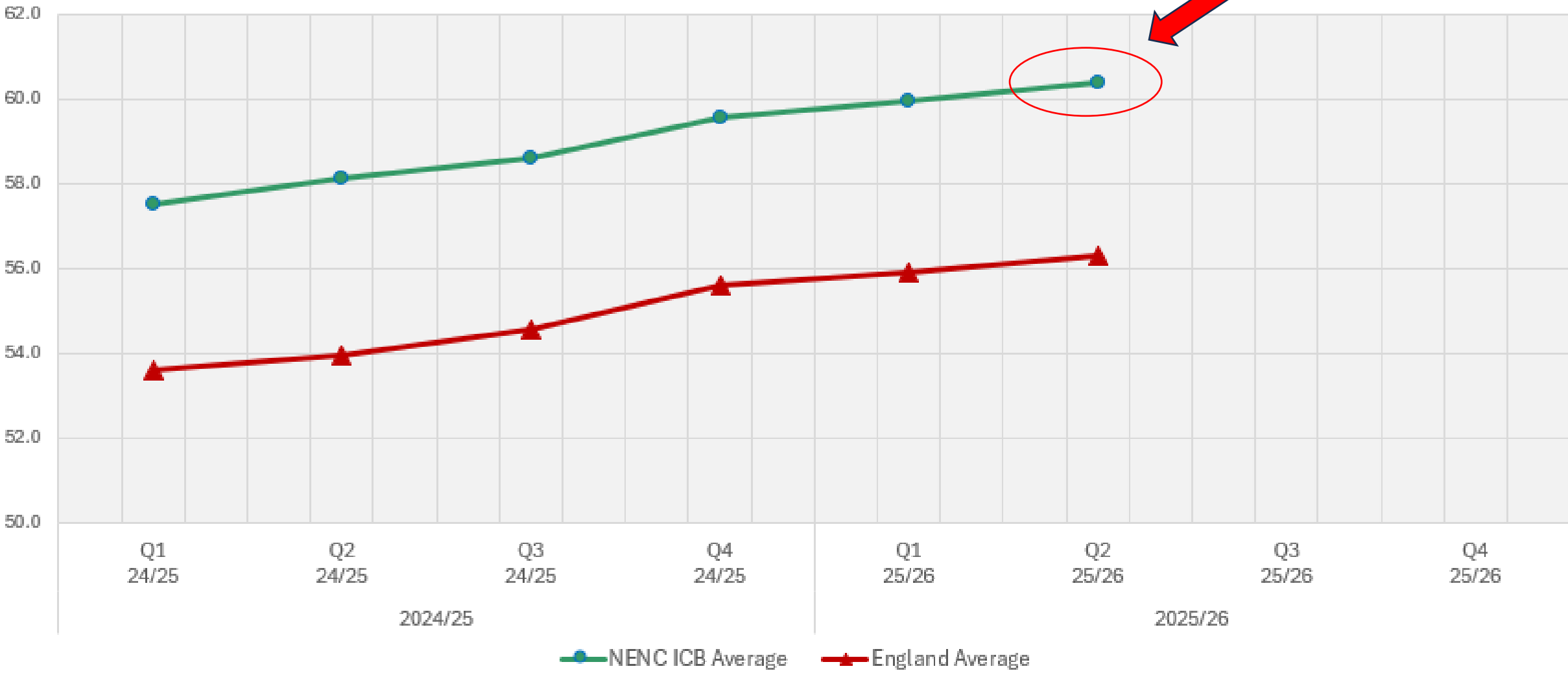


+6%

Elderly patients 10 or more unique medicines

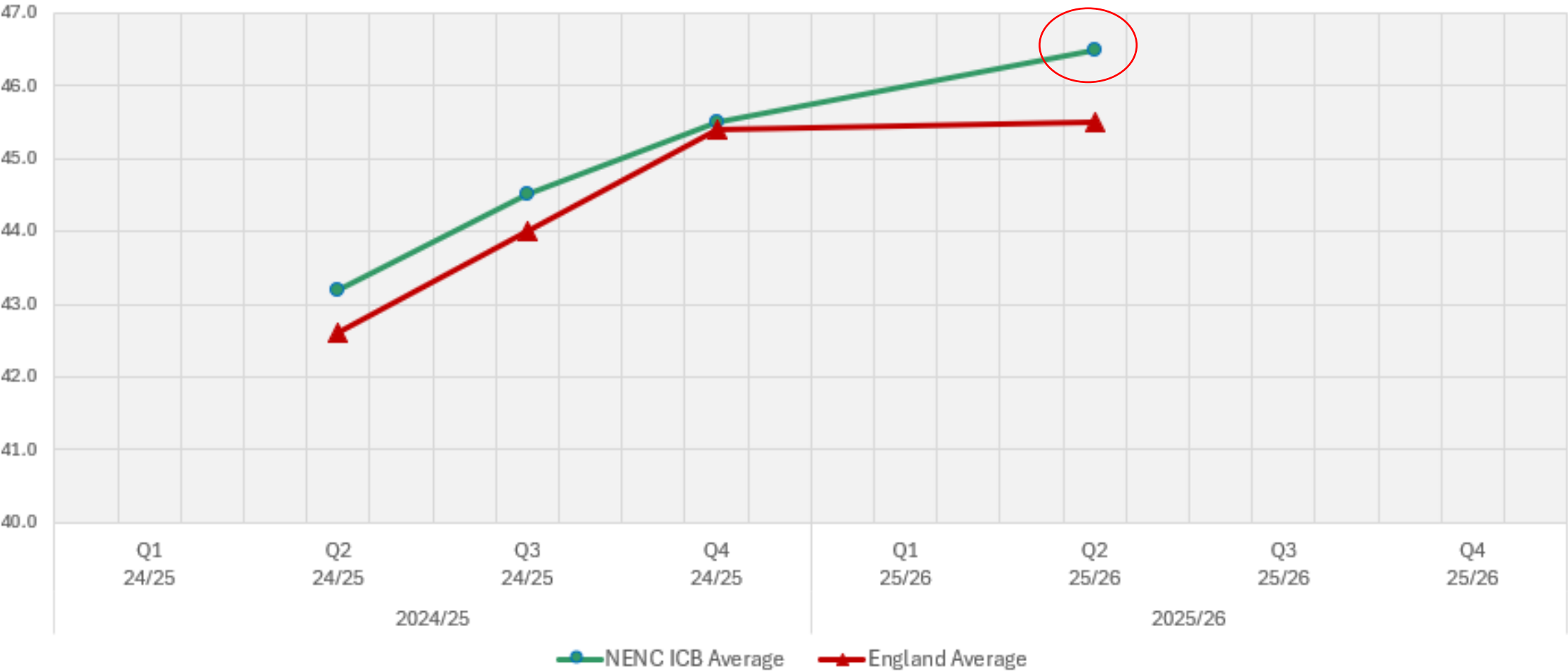
Increase the number of patients at risk of CVD who are prescribed lipid lowering medication – increased to **over 60%**

NENC ICB vs England Average



Type 2 Diabetics: Improve both NICE recommended glucose and blood pressure control and achieve cardiovascular risk reduction by improved medicines optimisation

NENC ICB vs England Average





**Clinical
Engagement
Priority**



**Educational
Initiatives**



Digital Tools



**Strengthened
Clinical
Leadership**

Polypharmacy in older adults and multiple antidepressant prescribing

Year 1 Progress



**Strong Foundation
established**

**Governance and
Consistency**



**Mobilised System for
Delivery**

**Positive early patient
outcomes with Future
Acceleration**



Our vision: using medicines to get the best outcomes from health services in NENC

