

Sampling in primary care to promote the safe and appropriate prescribing of Proton Pump Inhibitors (PPIs).



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Background

Growth in the use of proton pump inhibitors is an international concern. In New Zealand there are approximately 220,000 people (PYE) prescribed a Proton Pump Inhibitor (PPI) each year, of which 35,000 are new patients¹. The cost per annum after rebate contract effects is \$16m.

International and national evidence indicates there is a lack of cut-through with the usual promotional information to prescribers about the over use of PPIs in primary care².

The campaign

The Gut Reaction campaign was developed to better manage prescribing of PPIs and manage patient expectations.

The campaign sets out to decrease the growth rate of PPI prescribing by doctors, by 4% over the first year of the campaign; decrease the number of new patients introduced to a PPI and a decrease in the expenditure on PPIs.

General Practitioners (GPs) are encouraged to review their patients while pharmacists are encouraged to intervene where necessary by way of patient education. Pharmacists are provided training and education which offers an incentive for conducting patient reviews and provides useful practice and patient tools to manage patient expectations.

Objectives

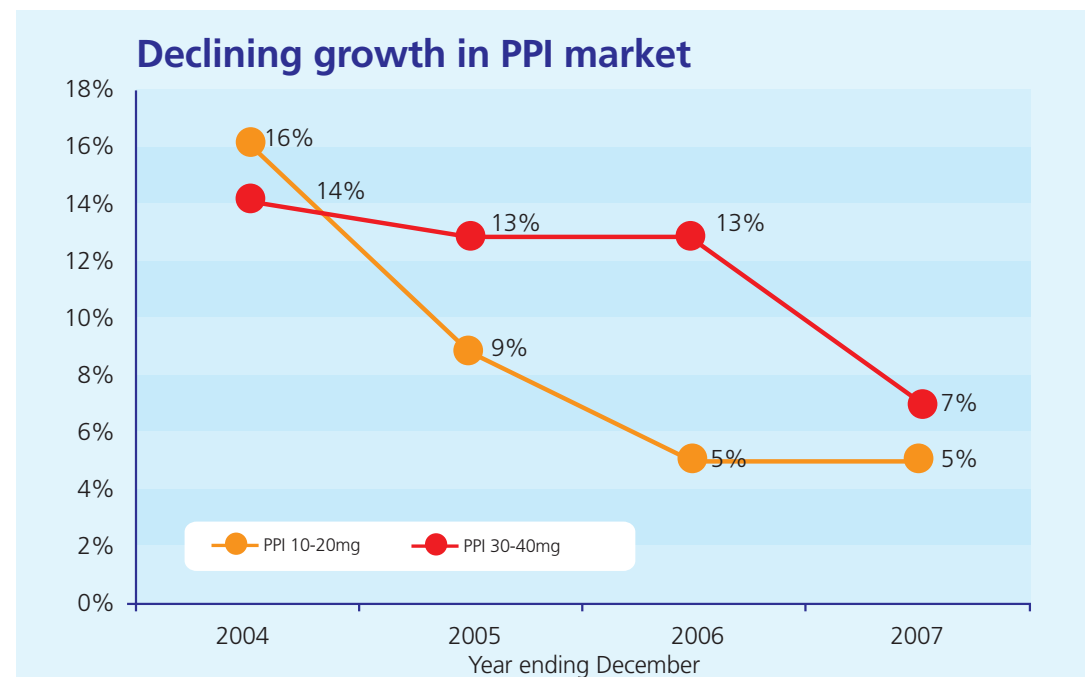
- 1 To encourage the safe and appropriate prescribing of PPIs by GPs, by offering them a choice of patient management tools and providing new information at presentations given by Gastroenterologist, Professor Gil Barbezat.
- 2 To promote review and step-down regimen of patients already taking a PPI and offer alternatives where a new patient presents with symptoms that clearly do not warrant a PPI³.
- 3 To provide free samples of the H2 Receptor Antagonists (H₂RAs) ranitidine 150mg in sample packs of 10 tablets to help patient management.

A variety of different channels have been employed as well as professional organisations to conduct training & education, and to convey the key messages of the campaign. Advertising in medical journals and Key Opinion Leader presentations to Primary healthcare staff have also played a major role in the impact this campaign has had.



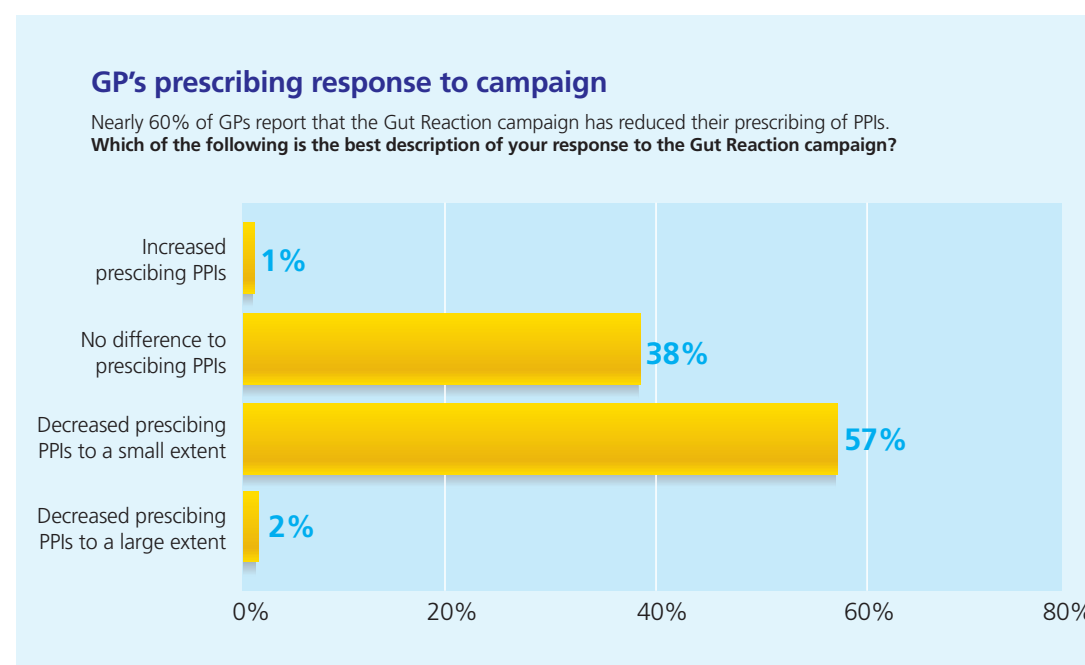
Some key results:

Growth in the PPI market continues to decrease. The higher dose 30mg-40mg of PPIs has decreased by 6% over the 2007 year. The number of units (tablets) has also decreased in line with prescriptions.



Market research

- There is high unprompted awareness of the campaign with pharmacists and GPs (85% and 48% respectively) Total = 57%.
- Nearly 60% of GPs who responded (519) to a market survey questionnaire have decreased their prescribing of PPIs in the response to the key messages of this campaign.



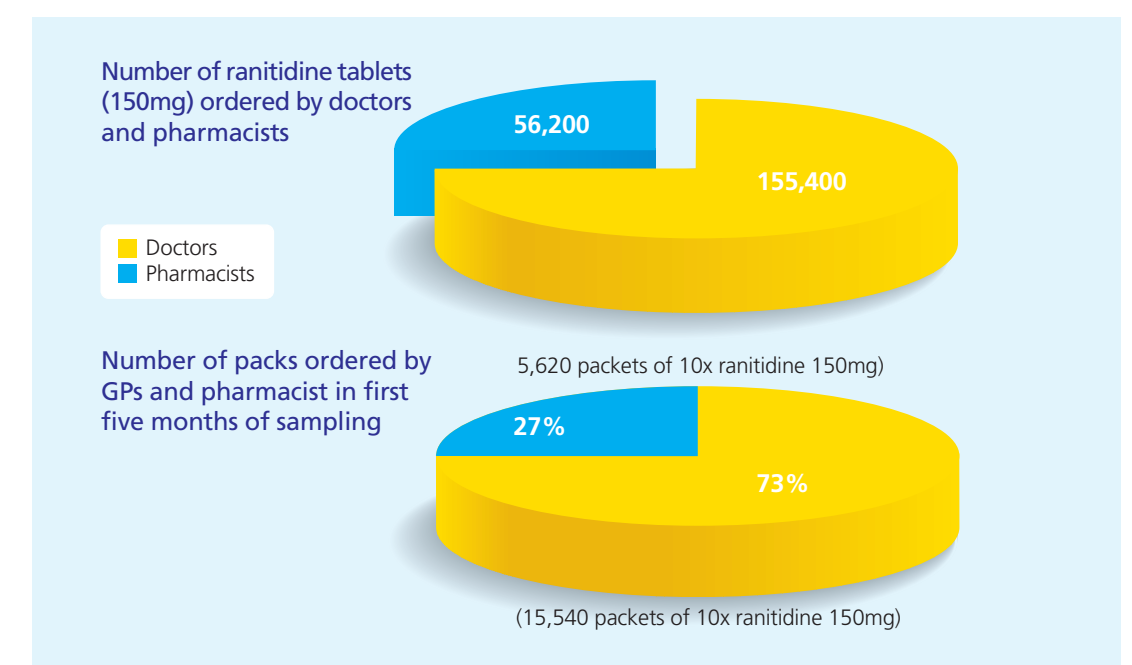
1 Pharmhouse data-2006
2 Literature review- Dr Osman Mansoor-Public Health Consulting, New Zealand
3 New Zealand Guidelines Group- Dyspepsia and Heartburn Management Guidelines- 2004

Sampling

- Sampling was launched in November 2007, after a four month delay with registration. Uptake was favourable in the first two months. Awareness needs to be maintained, letting GPs and pharmacists know the starter packs of ranitidine samples can be ordered.

DATA	TITLE	Year-Month					Grand Total
		Nov-07	Dec-07	Jan-08	Feb-08	Mar-08	
Sum of Packets	Doctor	12,140	2,940	360	20	80	15,540
	Other	4,740	640	140	40	60	5,620
Sum of Tablets	Doctor	121,400	29,400	3,600	200	800	155,400
	Other	47,400	6,400	1,400	400	600	56,200
Total Sum of Packets		16,880	3,580	500	60	140	21,160
Total Sum of Tablets		168,800	35,800	5,000	600	1,400	211,600

- There has been a favourable response to the supply of starter packs of ranitidine. Positive feedback has been received by way of response cards inserted into sample packs and market research survey.



Conclusions

- A multi-channel, multi disciplinary approach can effect change.
- Consistent messages via many different channels helps to keep awareness high.
- Sampling may help to shift of perception and habit of prescribers.

Next steps

Continue funding the Gut Reaction campaign to,

- Cover the cost of supply of samples;
- Keep awareness high;
- Support the provision of toolkits to prescribers and patients;and
- Conduct a pilot between a selected hospital and community to investigate the best interventions to manage the amount of PPI prescriptions being dispensed into the community.