

Your medicines matter.

GM Transformation Theme 4: Hospital Pharmacy Programme

A briefing for community staff across Greater Manchester

Your medicines matter

'Your medicines matter' is the name of the campaign that has been developed to encourage/remind patients to bring in their own medicines when they come into hospitals across Greater Manchester.

This campaign is being delivered by The Greater Manchester (GM) Hospital Pharmacy Transformation Collaborative. Membership includes Chief Pharmacists from across the region and the programme is a distinct workstream within Theme 4 of Greater Manchester's health and social care strategic plan 'Taking Charge of our Health and Social Care in Greater Manchester'.

Although 'Your medicines matter' is not a new initiative, with many Trusts driving 'Patients' Own Drug' campaigns locally there is an opportunity to deliver a consistent message to patients and assist in tackling medication waste across GM.

The image opposite shows the campaign artwork – details of the campaign activity are below.

Why is 'Your medicines matter' important?

Bringing in medicines from home will help improve safety and reduce medication waste. It will:

- help hospital staff decide on the best and safest treatment for patients
- help patients continue to take medicines they recognise
- reduce waste and the cost of hospitals reissuing medicines patients have at home
- help reduce delays when it is time to go home.

If more people could remember to bring medicines from home it would also help reduce the cost of supplying duplicate medicines. Resupplying medicines for patients who leave theirs at home contributes to the region's significant medicine waste. Currently 52% of patients across GM bring their own medicines into hospital and this is a figure we want to increase. If levels of medicines waste in GM match those seen across the country this could equate to approximately £18.8m annually which, if saved, could be reinvested into providing front-line care for patients.



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Who is the campaign targeting?

We are aiming to raise awareness among:

- Hospital staff – all staff critical to success of the campaign e.g. pharmacy, scheduled care (pre-op clinics), pre-admissions, A&E, Medicines Optimisation teams, outpatient services, nursing teams
- Stakeholders – who are patient facing e.g. community pharmacies, GPs and Healthwatch, as well as those who can help deliver our messages to the health community e.g. LPC, Greater Manchester Health and Social Care Partnership
- Patients and carers/family members – especially those patients on multiple medications.

What are the timings of the campaign?

- Pre-launch, from 1st April - the early stages of the campaign focused on hospital communications to ensure that staff were informed before a targeted public-facing campaign launched.
- Roll out of phase 1, throughout May - the campaign was launched throughout hospital Trusts with patient-facing campaign materials and support from Trusts Communication and Pharmacy teams.
- Phase 2, July onwards – tactics have been developed to promote the campaign across primary care, helping to build and sustain awareness on a regional level.

What can primary care staff do to support the campaign?

We are asking all staff to remind patients that they should bring medicines with them when they come into hospital for an appointment, are admitted or need to go to A&E.

On admission, patients should highlight that they have their own medication with them to a member of the hospital team who are caring for them. Medicines will be stored securely and transferred with the patient if they move wards.

How will we know if this campaign is effective?

We will be obtaining monthly audits from each hospital pharmacy department to measure the percentage of patients bringing in their own medicines. We will also be conducting post launch patient audits asking how patients knew to bring their own medicines into hospital e.g. because they saw a poster or flyer, were reminded by a member of staff etc.

Who should staff contact with any questions?

Please contact Gareth Adams, Programme Manager, Greater Manchester Hospital Pharmacy Transformation Collaborative, gareth.adams@pat.nhs.uk

Or Adam Irvine, Chief Executive, Greater Manchester LPC, enquiries@gmlpc.org.uk

Thank you for your support.