



# Hospital Matters

The newsletter for **Mawdsley's Hospital customers**

Spring 2011

**“The NHS will release up to £20 billion of efficiency savings by 2014, which will be reinvested to support improvement in quality and outcomes.”** Equity and excellence: Liberating the NHS



## The Mawdsley's view

Secretary of State for Health, Andrew Lansley's White Paper "Equity and excellence: Liberating the NHS" sets out a challenging and far reaching set of reforms, presenting the NHS with the biggest challenge the service has faced since its inception.

Add to this the dramatic changes seen in the pharmaceutical distribution model since 2007 and the NHS is faced with a real dilemma – to find a balance between maintaining patient safety and delivering efficiencies, all against the backdrop of an increasingly complex supply chain. Collaboration and partnership with the private sector will be critical to the success of these new reforms. But is this really a viable option in practice? **Mawdsleys think so.**

Having worked hand in hand with the NHS for many years now, Mawdsleys understand that to merely offer a basic supply model is no longer acceptable to a modernising, cash strapped health service. Even before Direct to Pharmacy (DTP) schemes were introduced on a large scale by manufacturers, Mawdsleys recognised that an integrated business model was necessary which not only centred on supply, but also offered hospital pharmacies a wider range of specialist services.

Sales Director, Paul McAllister, explains: "We realised some time ago that the pressures facing secondary care to make efficiency savings would be immense, and that our NHS customers would require a quite different combination of services from their strategic partners in order to achieve them.

As a result, we have developed a uniquely broad service model which now includes wholesale supply, unlicensed medicines and overlabelling services, together with a clinical trials support unit, all of which are designed to complement each other in supporting cost effective change in the secondary care sector.

"Here are two examples of how this is working in practice. Mawdsleys are now one of the largest unlicensed medicines suppliers to hospital pharmacy. Through our subsidiary company, Leeds University spin out, Luto Research, we provide as standard, translated and clinically validated patient information leaflets for unlicensed medicines. This, we believe, is a great step forward in patient safety in a particularly complex area.

**“Our range of specialist hospital services are already working in practice and delivering real benefits”**

"Secondly, there are time and cost savings to be made, not to mention increased patient safety, when a Trust combines its own purchases with our product overlabelling service. Also, overlabelled products are now available with newly standardised BNF warning labels which were changed for the better as a result of Luto's pioneering research."

Hospital Sales Manager, Fleur Donnelly, continues: "It goes without saying that wholesaling will always remain at the heart of everything we do. We are a nominated supplier for over 50 manufacturers to supply their products to UK hospitals as well as having eight framework agreements for wholesaler services. We have recently been awarded a distribution agreement with Nutricia, suppliers of specialist nutritional products to hospitals. Our continued high service levels and logistical expertise will only help this to grow in the future.

"The government's need to cut the drugs bill sits hand in hand with the increased emphasis on generic medicines as £5 billion of branded drugs are due off patent in the next few years. As well as our commitment to our branded manufacturers, we have expertise on patent expiries and sourcing generic medicines. Coupled with the fact that we are one of the largest generic and PI suppliers in the UK market, we are in a strong position to support the NHS as it drives to gain financial advantage from brand to generic switches.

"As for the future, innovation, integration and value creation will continue to drive Mawdsley's multi-faceted strategic approach to partnership with the NHS."

## Government counts on generic savings



With an estimated £5 billion worth of drugs due to come off patent in the next few years, it is only natural that the coalition government's enthusiasm for generic prescribing will continue to strengthen.

The figures surrounding generic prescribing are staggering. The British Generic Manufacturers Association calculates that:

- Generic competition currently saves the NHS £8.6 billion per annum
- The average cost to the NHS of a branded medicine is £20
- The average cost to the NHS of a generic medicine is £3.83
- Just a 1% increase in generics market share, could save the NHS £155 million

Historically, generics have only been available for high volume products coming off patent. However, as generic manufacturers grow in size, many now have the research resources to concentrate on more secondary care specialist niche products which had previously been seen as too expensive to produce.

The effect of generic medicines use within

the NHS shouldn't be underestimated. They make the drugs bill more affordable, promote innovation and enhance the security of supply of medicines to patients. The competition between manufacturers drives down prices which can lead to a reduction of as much as 90% within just a few weeks of patent expiry.

Gerry Kennedy, Mawdsley's Purchasing Director, says: "Patents are due to expire on some of the world's biggest brands in the next few years. If hospitals switch to a generic substitute as soon as patents expire, then the NHS can save hundreds of thousands of pounds a year.

Our dedicated team of generic buyers are constantly researching the market and have in depth knowledge of all the branded products and their patent expiry dates. Any Trusts that would like to increase their generic usage can contact us and we will be happy to help."

**For more information on how you can increase your generics usage, please contact your hospital Business Development Manager.**

“Putting patients first”

## “Improving efficiency”



## Overlabelling keeps on rolling on

Mawdsley's bespoke overlabelling services are proving to be an overwhelming success with NHS hospital trusts, many of whom are now outsourcing their requirements having recognised the benefits in terms of cost, speed and efficiency.

As the demand for pre-dispensing packs has increased, so has the requirement for an overlabelling service which offers NHS Trusts rapid turnaround times and extremely competitive pricing. Mawdsley's recognise that each hospital has its own unique requirements which is why the overlabelling service has been designed to offer complete flexibility. Trusts are able to order pharmaceutical products in any quantity before bespoke labels are applied for trouble free dispensing on wards or in outpatient departments. Hospital staff simply fill in the patient name and date, saving time on busy wards. Also, the new simplified, safer

British National Formulary warnings can now be included on new batches of orders. Products that require barcodes for dispensing via robotic dispensers are also catered for with the allocation of a barcode which is unique to the particular product and each specific hospital.

The introduction of rolling orders and pre-prepared stock is also another aspect of the Mawdsley's service which is proving attractive to hospitals. Cheryl Wilkinson, Operations Manager of the overlabelling service explains: "Our rolling orders scheme gives hospitals access to competitive bulk prices as well as the convenience of weekly invoices with orders. The labelled stock is stored by Mawdsley's on the Trust's behalf and is released at the request of the hospital. Staff time and costs are reduced

and valuable storage space can be put to better use.

"Rolling orders mean that Trusts no longer have to pay for, and store, vast amounts of pharmaceutical products; they simply order them from us to meet demand. As a logistics provider ourselves, we fully understand the restraints that can result from having cash and storage space tied up for months at a time with stock which is why we have introduced this new service."

The number of Trusts in the UK using the overlabelling service is increasing, and now stands at over 100. Why not join them? **For more information on overlabelling, contact your Business Development Manager or Suzanne Mell on 01302 553009 or email [suzanne.mell@mawdsleys.co.uk](mailto:suzanne.mell@mawdsleys.co.uk)**

“Improving healthcare outcomes”

## Patient information key to risk reduction in unlicensed medicines

Given the specific circumstances associated with the use of unlicensed medicines, it seems ironic that there is no statutory requirement to supply a patient information leaflet or a Summary of Product Characteristics (SPC). The MHRA's consultation on unlicensed medicines in May 2009 planned to change this situation, although this proposal has yet to emerge from the consultation phase.

The provision of patient information leaflets for unlicensed medicines is clearly desirable, but even when leaflets are available, is a straight translation enough?

Mawdsley's experience is that the use of a specialist translation house may not be sufficient to translate the PIL. In addition, the

language used is often technical and not easily understood by the patient.

To address this situation, Mawdsley's have teamed up with their subsidiary company Luto Research, a spin out company from Leeds University. Communications specialists Luto are providing a unique service for unlicensed medicines by improving patient communications through the application of user and usability testing techniques.

Mawdsley's and Luto are driving forward a programme that will mean that, in time, all unlicensed medicines supplied by Mawdsley's clinical services team will include a ready inserted English patient information leaflet that has been clinically verified,

rewritten and reformatted so that it can be understood by the target patient group.

Proof that this is important in reducing risk is highlighted with the case of a commonly prescribed unlicensed medicine, used in the treatment of psoriasis. The drug, which if taken incorrectly, can result in severe side effects. However,

a 'user test' conducted on the raw translated leaflet for the unlicensed medicine, showed that none of the patients taking part in the study could understand the dosing table. By rewriting the leaflet and applying the principles of information design, Mawdsley's and their colleagues at Luto improved understanding to such a significant extent, that only one patient in

“Quality care”



20 had difficulty understanding the information, which is above the commonly applied 'pass' rate for User Testing under EU Guidelines.

John Davies, Mawdsley's Pharmaceutical Services Director adds: "Many more products supplied by Mawdsley's will include a translated, clinically verified, reformatted, user tested patient information leaflet as standard and we intend to roll this out for all our unlicensed medicines in the future. Our groundbreaking work in this area has also enabled us to expand our unlicensed medicines service into France as we are able to meet the stringent regulatory frameworks which are just as exacting as in the UK."

**For further information on unlicensed medicines and patient information, please contact Nick Hill on 01302 553000 or email [nick.hill@mawdsleys.co.uk](mailto:nick.hill@mawdsleys.co.uk)**

“Purchasing for safety”

## BNF changes warning labels thanks to Luto research

Following a review by the British National Formulary (BNF), warning labels on medicines have been simplified to make the wording clearer for patients. A revised set of cautionary and advisory labels has now been published in the new edition of the BNF following a programme of user testing and research into compliance by Mawdsley's owned, Luto Research.

The BNF wanted to improve the original wording, which has been in use since 1985, and sought the advice of Professor Theo Raynor, a director of Luto Research and Professor of Pharmacy Practice at Leeds University. Luto undertook readability testing of the 32 cautionary and advisory labels for dispensed medicines from appendix 9 of the BNF, with the

aim to implement terminology that is better understood by patients.

Professor Theo Raynor says: "Most medicines do contain leaflets which provide detailed information for patients. However, the leaflet may get lost which means that the label on the medicine plays a very important part in guiding people's behaviour. It is vital therefore that wordings on labels are simple and straightforward. In taking more care about the wording of detailed instructions we can help improve the safety of medicines. With two million prescriptions being issued every day, a small percentage improvement through labels being more understandable could make a significant impact.

"For instance, 'avoid alcoholic drinks' is a

good example. Our user tests revealed that the word 'avoid' can cause confusion and that some people think it only means they should limit their alcohol intake. This phrase will now be replaced by the instruction: 'Do not drink alcohol while taking this medicine,' which is far clearer. It has never been easier to change labels on medicines given current computerised systems, and we therefore hope that the large

pharmacy chains and independent pharmacies will be keen to adopt the recommendations which appear in the new edition of the BNF."

The changes are already appearing on community pharmacy systems; Mawdsley's pharmacy software arm, Positive Solutions, updated all their customers within days of the announcement.

| Previous wording   | New wording  |
|--|--|
| Avoid alcoholic drink<br>Do not take indigestion remedies at the same time of day as this medicine | Do not drink alcohol while taking this medicine<br>Do not take indigestion remedies two hours before or after you take this medicine |
| Do not stop taking this medicine except on your doctor's advice<br>Warning: May cause drowsiness   | Warning: Do not stop taking this medicine unless your doctor tells you to stop<br>Warning: This medicine may make you sleepy         |

“New healthcare reforms”



“Healthcare free at the point of delivery”

# Nutricia Medical chooses Mawdsleys



As part of its streamlining process, Nutricia Advanced Medical Nutrition, suppliers of specialist nutritional products for hospitals, has chosen Mawdsleys as one of four partner wholesalers.

The streamlined network will service hospitals, community pharmacies and dispensing doctors throughout England, Scotland and Wales. As well as normal stock, special orders, non stock lines

and special obtains, will be available from Mawdsleys.

Mawdsleys are delighted to have been chosen by Nutricia as one of four distribution partners and are now working closely with Nutricia to ensure a smooth transition to the new arrangements for all their customers.

**For further information call Joanne Eccleshare at Mawdsleys on 0161 742 3300.**

## Clinical services division expansion



The continued expansion of Mawdsleys Clinical Services division has led to a recent move to a dedicated, state of the art 20,000 square foot facility at Quest Park in Doncaster.

The new offices and temperature controlled facilities are the headquarters for a wide range of clinical services which include the supply of unlicensed medicines, clinical trial services and Mawdsley's overlabelling service. There will also be a manufacturing resource, dedicated to the NHS, for over encapsulation of the solid dosage form of comparator and trial products for use in clinical trials.

Mawdsleys Development Director, Darren Belcher, comments: "We had simply outgrown the previous site and the move was essential for us to continue to provide a first rate service to our customers. The new facility also supports our expansion into supplying hospitals in France as well as in Ireland."

Take note of our new address! Mawdsleys, Quest Park 22, Silk Road, Off Wheatley Hall Road, Doncaster, South Yorkshire, DN2 4LT

Don't worry, our fax and phone numbers stay the same: Tel: 01302 553000 and Fax: 01302 553013.

## Supporting innovation in pharmacy

Technology has evolved in such a way in recent years that it is intrinsic to the success and efficiency of hospital pharmacy services in the UK.

Mawdsleys is giving its full support to the development of new and exciting IT initiatives by teaming up with the Guild of Healthcare Pharmacists (GHP) and Clinical Pharmacist Association (UKCPA) to sponsor an award celebrating innovation in IT.

The judging panel are looking for entries which can clearly demonstrate how working practices have been improved through the

application of IT. Projects may be related to improvements in patient care, clinical services, medicines management, decision support, electronic prescribing or indeed any IT application that has improved the provision of pharmacy services. Any projects that demonstrate tangible benefits to patients or staff are encouraged.

Chair of the GHP IT interest group, George Gannon says: "The Innovation in IT award was established to give pharmacists and technicians an added incentive to embark on projects which will ultimately benefit the industry. A great deal of hard work goes into developing IT initiatives and it is fantastic to be able to recognise this with an award. The ultimate aim is to improve hospital pharmacy services. We therefore invite the winners to share their ideas during a presentation at the annual Information Technology Interest Group conference which is attended by



pharmacy staff from all over the UK with a special interest in IT."

The award, sponsored by Mawdsleys, carries a substantial prize of £1500 for first place and £1000 for the runner up which will be presented at the ITIG conference on 11 October 2011 (venue tbc).

The closing date for entries is 30 June so there is still plenty of time to apply.

**For further information on entry details, please visit [www.ghp.org.uk](http://www.ghp.org.uk) and click on groups, ITIG and Mawdsleys award.**

