

MEDIA RELEASE

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PAGB seeks collaboration with policymakers in Greater Manchester to drive self care in line with the area's own plans for health devolution

- **£22.5 million could be saved in Manchester each year if self care policies were put in place, which could pay for 229 doctors or 1,500 nurses**^{1,2,3,4,5,6,7,8}
- **PAGB green paper outlines policy initiatives that will empower people in Greater Manchester to take charge of their health and wellbeing**
- **PAGB is keen to work with healthcare professionals and key stakeholder groups within the region to support the implementation of policy initiatives and to help shift the system towards a greater focus on preventative care**

A green paper published by PAGB has revealed several areas where the NHS in Greater Manchester could do more to promote self care for self-treatable conditions, helping to reduce the pressure on local health services and drive cost savings in the region. PAGB is now seeking feedback on the proposals set out in the green paper from local policymakers and healthcare professionals.

'Enabling self care in Greater Manchester' assessed the levels of use of GP and A&E services for self-treatable conditions in the area, and estimates that the region could save £22.5 million¹⁻⁸ per year by reducing A&E attendances, alleviating the pressures on GP services and prescribing more efficiently. This would pay for 229 more doctors or more than 1,500 nurses a year.

The green paper found that Greater Manchester has 12%⁹ more A&E attendances for minor ailments than the region with the lowest proportion – the East of England – and that despite directing one of the highest proportion of NHS 111 callers to self care (12.4%)¹⁰, this figure is still significantly below the percentage that could be directed (27.8%)^{11,12}. Furthermore, almost one in ten (9%)¹³ lack the confidence to manage their own health, which is one of the highest levels in the country.

The research also reveals that Greater Manchester spends more than £5 million per year on prescribing medicines that are cheaply and easily available to buy over the counter¹⁴. This includes common painkillers such as paracetamol, ibuprofen and aspirin.

John Smith, Chief Executive of PAGB said: "Our research has identified a number of areas where the NHS in Greater Manchester could make savings and empower individuals to take greater charge and responsibility for their own health and wellbeing.

"With GP and A&E services under increasing strain, empowering more people to self care, where appropriate, is more important than ever. Over half of people we surveyed in Manchester last year admitted to using GP and A&E services for self-treatable conditions¹⁵. However, 79% said they would be more likely to seek advice from pharmacists and self care if they understood their impact on the NHS¹⁶.

“We have outlined a number of policy initiatives that we believe Greater Manchester should consider as part of its strategy to upgrade its approach to self care and release the savings we have identified.

“We will now consult people involved in the NHS in Greater Manchester to seek their feedback on our recommendations, how they could be implemented and what more could be done to empower the local population to self care. We will then use the results of the consultation to refine and finesse our proposals before we publish a white paper later this year. We are now keen to hear from those involved in the Greater Manchester NHS regarding the policy suggestions to understand what opportunities exist, or what work is already being pursued locally, on any of the above initiatives, and to support the initiatives we have suggested.”

The policy initiatives PAGB believes should be considered are:

- Launch a campaign to increase awareness of the opportunities and means to self care
- Enable community pharmacy to refer people who need medical attention on to the appropriate healthcare professional with priority
- Empower community pharmacy to ‘write’ in patient medical records so any medication/advice offered can be recorded to ensure continuity of care
- Ensure NHS 111 algorithms refer more callers appropriately to pharmacy and/or self care
- Improve health literacy of young people and promote self care through the education system

- ENDS -

Notes to editors:

PAGB (Proprietary Association of Great Britain) is the UK trade association representing manufacturers of branded over-the-counter medicines, self care medical devices and food supplements.

The Enabling self care in Greater Manchester green paper is available on the PAGB website at www.pagb.co.uk.

Feedback on the proposals is welcomed; responses should be sent to pagb@incisivehealth.com by 14th March 2017.

For further information, please contact Pegasus: Lauren Jones or Amy Simmons
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¹ NHS England, July 2016, A&E Situation reports, available: <http://www.parliament.uk/business/publications/written-questions-answers-statements/written-question/Commons/2016-07-18/43140/>

² Calculated on the basis of GP average pay and lowest Band 1 salary for nurses using PSSRU, 2011, Unit Costs of Health and Social Care 2011, available at: <http://www.pssru.ac.uk/pdf/uc/uc2011/uc2011.pdf>

³ NHS 111 Database North, NHS England, available at: <https://www.england.nhs.uk/statistics/statistical-work-areas/nhs-111-minimum-data-set/nhs-111-minimum-data-set-2015-16/>

⁴ NHS England, 2015, Drug Cost Table, <http://www.parliament.uk/business/publications/written-questions-answers-statements/written-question/Commons/2016-09-09/45843/15>

⁵ NHS Digital, 2015, NHS Accident and Emergency Attendances, 2014-15, available at: <http://content.digital.nhs.uk/article/2021/Website-Search?productid=20143&q=A%26E+situation+reports+annual&sort=Relevance&size=10&page=1&area=both#top>

⁶ Anderson, A. and Roland, M., Potential for advice from doctors to reduce the number of patients referred to emergency departments by NHS 111 call handlers: observational study, 2015, BMJ Open Journal

⁷ Royal College of Nursing, 2015, NHS pay scales 2015-16, <https://www.rcn.org.uk/employment-and-pay/nhs-pay-scales-2015-16>

⁸ The Daily Telegraph, September 2015, Average GP pay dips below £100,000 for first time in a decade, <http://www.telegraph.co.uk/news/uknews/11856441/Average-GP-pay-dips-below-100000-for-first-time-in-a-decade.html>

⁹ NHS England, A&E Situation reports, July 2016, available: <http://www.parliament.uk/business/publications/written-questions-answers-statements/written-question/Commons/2016-07-18/43140/>

¹⁰ 'Self care' has been used throughout the report in reference to NHS111 but it is officially referred to as 'homecare'

¹¹ NHS England, NHS 111 Database North, available at: <https://www.england.nhs.uk/statistics/statistical-work-areas/nhs-111-minimum-data-set/nhs-111-minimum-data-set-2015-16/>

¹² Anderson, A. and Roland, M., Potential for advice from doctors to reduce the number of patients referred to emergency departments by NHS 111 call handlers: observational study, 2015, BMJ Open Journal

¹³ NHS England, 2016, GP patient survey, available at: <https://gp-patient.co.uk/surveys-and-reports#july-2016>

¹⁴ NHS England, 2015, Drug Cost Table, <http://www.parliament.uk/business/publications/written-questions-answers-statements/written-question/Commons/2016-09-09/45843/>

¹⁵ Survey with 1,007 adults living in Manchester, carried out by Pure Profile on behalf of PAGB, September 2016