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Reducing the cost burden associated with smoking through pharmacy stop smoking services

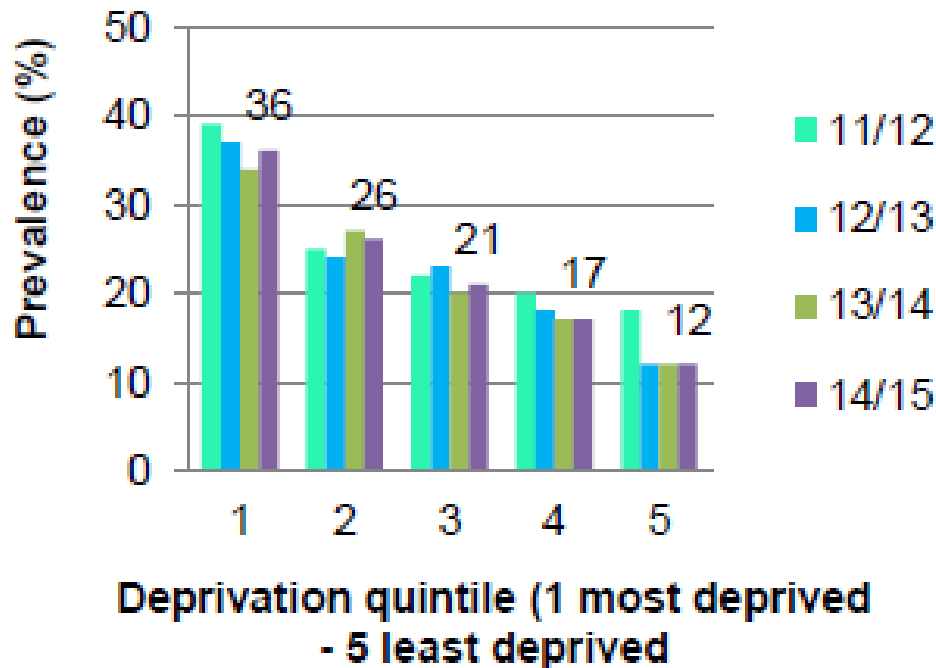
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This presentation has been created and developed by Johnson & Johnson Ltd

Background

- Smoking has been identified as the greatest cause of preventable illness and premature death in Northern Ireland ¹
- Smoking prevalence is highest in the most deprived areas ¹



(Tobacco Control Northern Ireland, produced by Health Intelligence, Public Health Agency, 2015.)

- The standardised death rate due to smoking related causes in the most deprived areas was 54% higher than the overall regional rate and 129% higher than the standardised death rate in the least deprived areas ¹

The Stop Smoking Scheme in Community Pharmacy

- A stop smoking service is available in the majority of pharmacies in Northern Ireland²
- They are fully funded by the public health agency, giving smokers access to 12 weeks of NRT and support to help them stop smoking³
- Pharmacists are paid a fixed fee for every smoker setting a quit date and followed up at 4 weeks and this is recorded on the ELITE database³
- Pharmacists also receive a further payment for every patient who has successfully quit at 4 weeks, and who is followed up at 52 weeks³
- 67% of all quit attempts go through pharmacy services⁴
- This is a high quality channel with a 4 week success rate of 58%⁴

², Pharmacy Services, Ulster Chemists Association, accessed <http://www.uca.org.uk/pharmacy-services>, 25/05/16

³, Statistics on Smoking Cessation in Northern Ireland 2014/15, DHSSPSNI

⁴, A Pharmacist Guide, DHSSPSNI Feb 2009:

Pharmacy Service Costs⁵

Item	Annual Cost	Source
Net Ingredient Cost (NRT)	£1,303,008.59	BSO, Prescription Cost Analysis 2014-15
Dispensing Fees	£116,972.80	BSO, Prescription Cost Analysis 2014-15
Coding Fees	£5,217.31	BSO, Prescription Cost Analysis 2014-15
Quit Type	One Time Cost	Source
Service Payment - Signup and 4 week follow up	£30	A Pharmacist Guide, DHSSPSNI
Service Payment - 52 week	£7	A Pharmacist Guide, DHSSPSNI
Item	Occurrence	Source
Quit Date Set (Pharmacy)	14671	Smoking Cessation Report 2014-15 DHSSPSNI
Success Rate 4 weeks	58%	Smoking Cessation Report 2014-15 DHSSPSNI
Success Rate 52 weeks	25%	Statistics on Smoking Cessation Services in Northern Ireland: 2014/15 ²
Total Pharmaceutical Costs	£1,425,198.70	
Service Payments		
for service payment signups	£440,130.00	
at 52 week reviews	£59,564.26	
Total	£1,924,892.96	
Patients Successful at 52 weeks	3668	
Cost Per Quit	£524.78	

* This data assumes that everyone that quit at 4 weeks was followed up at 52 weeks.



Smoking Cessation Plan

for

Public Health

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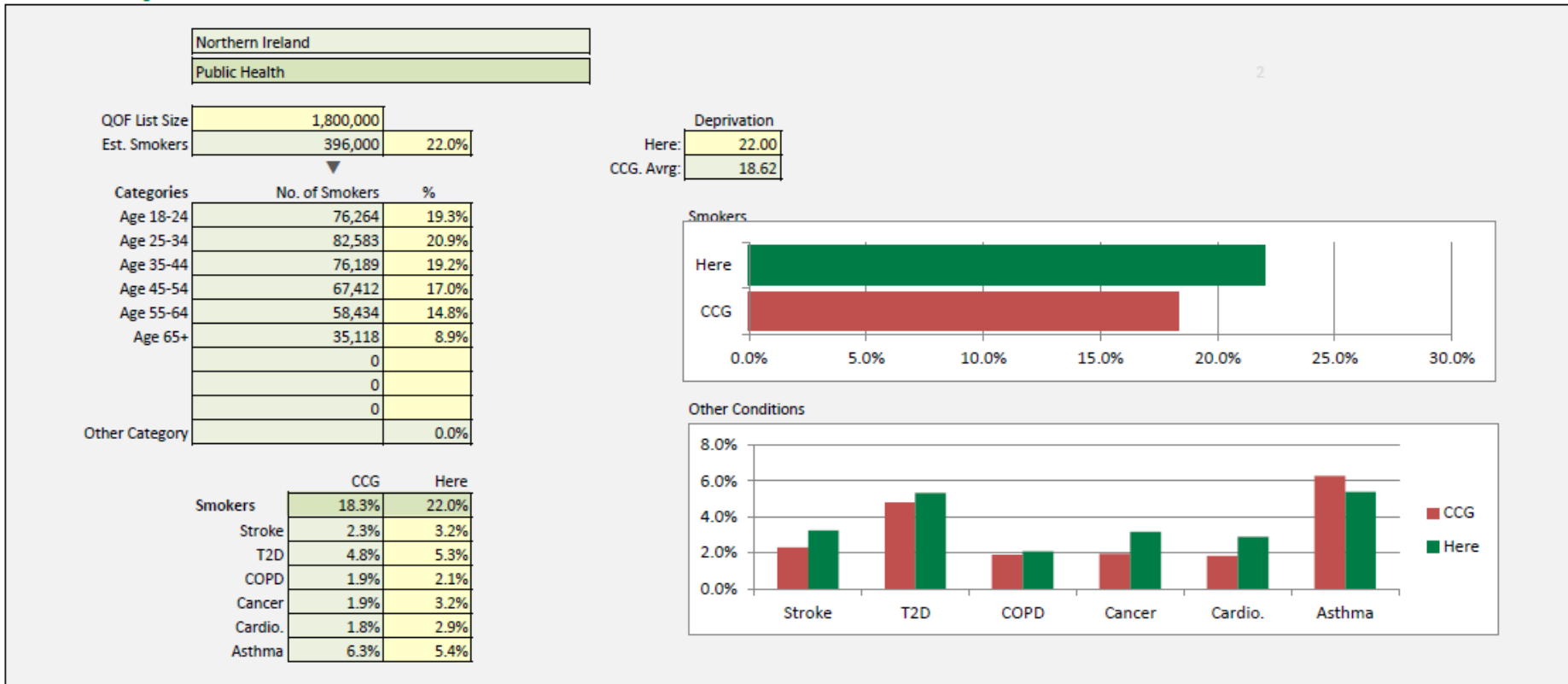
Developed for Johnson & Johnson Ltd. by CELLO HEALTH

The FOCUSED tool is unique to Johnson & Johnson Ltd. and is not available from any other parties. We are providing it free of charge and is not otherwise available for sale. FOCUSED sits firmly within our specialist business area of nicotine replacement therapy and smoking cessation. It provides invaluable information yet incurs relatively modest cost by using publicly available data, mainly NICE data from 2011.

The FOCUSED Tool has been designed by an independent group of Health Economists at Cello Health. This model was commissioned by Johnson & Johnson Ltd. The objectives of this tool are to model the cost benefits of different levels of investment in stop smoking services and to model the effect of changing the levels of engagement with smokers who want to quit and the balance between different interventions. Every care has been taken to verify the estimates made within this model but it can never be completely predictive. The person taking you through this model has been trained in its use but you should be aware that they may be a member of the Johnson & Johnson Ltd. sales team.

focused

Summary ⁶





Cost Summary

Practice:

Northern Ireland

PHA

<i>Cost Description</i>	<i>Category</i>	<i>Est. incremental cost per smoker</i>	<i>References</i>
1 Annual cost of lung cancer	Healthcare	£3.56	NICE ROI Tool - Incremental Prevalence of LC calculated based on difference in prevalence between 5
2 Annual cost of coronary heart disease	Healthcare	£29.30	NICE ROI Tool - Incremental Prevalence of CHD calculated based on difference in prevalence between
3 Annual cost of chronic obstructive pulmonary dis	Healthcare	£9.14	NICE ROI Tool - Incremental Prevalence of COPD calculated based on difference in prevalence betwe
4 Annual cost of myocardial infarction	Healthcare	£32.14	NICE ROI Tool - Incremental Prevalence of MI calculated based on difference in prevalence between
5 Annual cost of stroke treatment	Healthcare	£17.80	NICE ROI Tool - Incremental Prevalence of ST calculated based on difference in prevalence between 5
6 Annual cost of GP consultation	Healthcare	£37.21	NICE ROI Tool - TECHNICAL REPORT
7 Annual cost of practice nurse consultations	Healthcare	£11.37	NICE ROI Tool - TECHNICAL REPORT
8 Annual cost of prescription	Healthcare	£41.35	NICE ROI Tool - TECHNICAL REPORT
9 Annual cost of admissions	Healthcare	£178.31	NICE ROI Tool & London Health Observatory - Costs of admissions per smoker have been calculated i
10 Annual cost of outpatient visits	Healthcare	£157.00	Curtis 2011

Background Data

Timeframe:

Flex:

Default scenario		Patients Targeted	Suc'ful Patients	Success rate (%)	Cost per quit	Cost	Cost Burden
1	Pharmacy one-to-one support	14,671	3,668	25.0%	£525	£1,925,569	£4,929,543
2		0	0	0.0%	£0	£0	£0

Custom Scenario		Targeted	Patients	rate (%)	Cost per quit	Cost	Cost Burden
1	One-to-one + combo NRT	5,000	1,000	20.0%	£991	£991,250	£1,344,024
2	One-to-one + mono NRT	5,000	750	15.0%	£1,183	£887,400	£1,008,018
3	One-to-one + varenicline	4,671	1,121	24.0%	£1,191	£1,335,486	£1,506,704
4		0	0	0.0%	£0	£0	£0

Explanatory Notes:

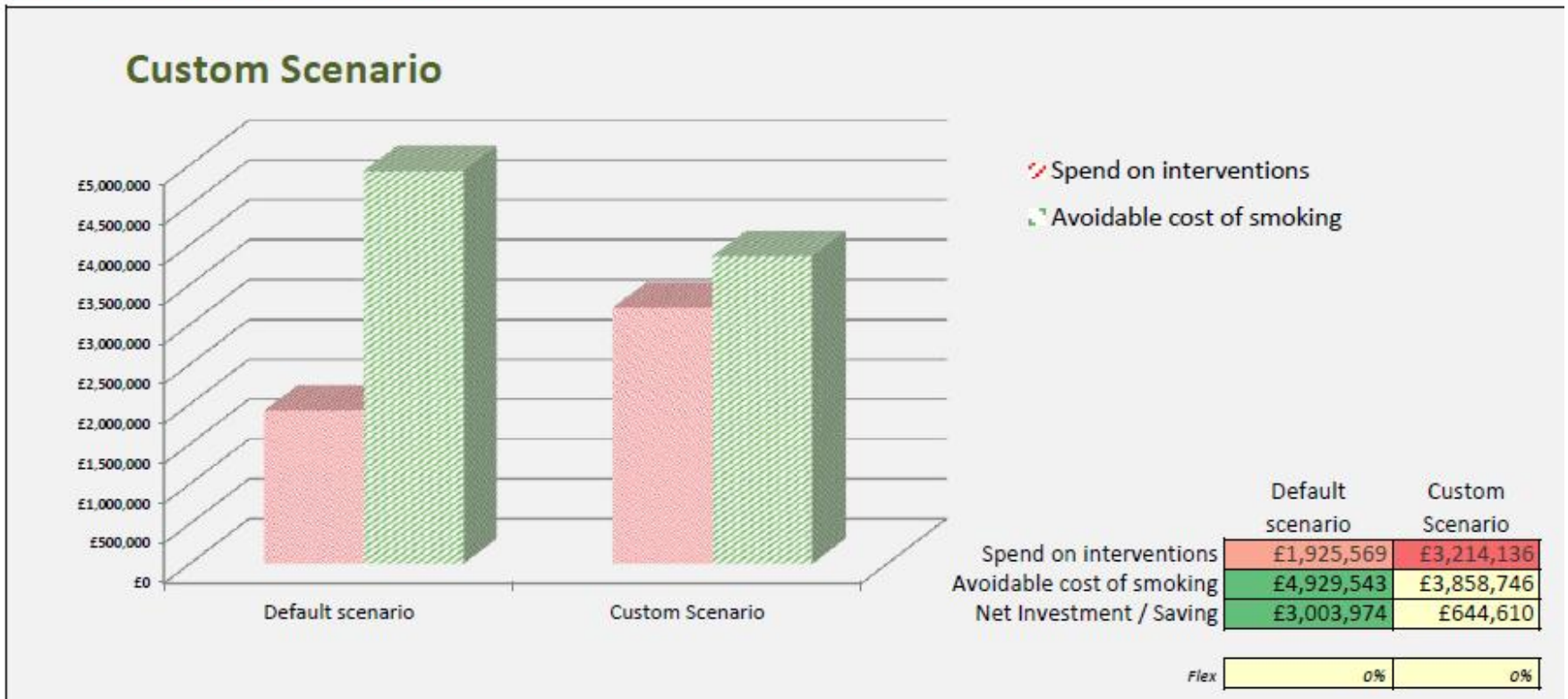
The custom scenario refers to cost indications provided by NICE in England and include the cost of providing behavioural support, which is incurred by the pharmacy in Northern Ireland, and is therefore excluded in the default scenario.

Default scenario refers to the services run in Northern Ireland within pharmacy as detailed across previous slides.

Custom scenario refers to the cost indications provided by NICE in England for running smoking cessation services through primary care, this comparison shows the excellent value for money that the pharmacy services within NI currently provide.

Cost savings are shown after 5 and 10 years to capture the longer term cost savings associated with stopping smoking.

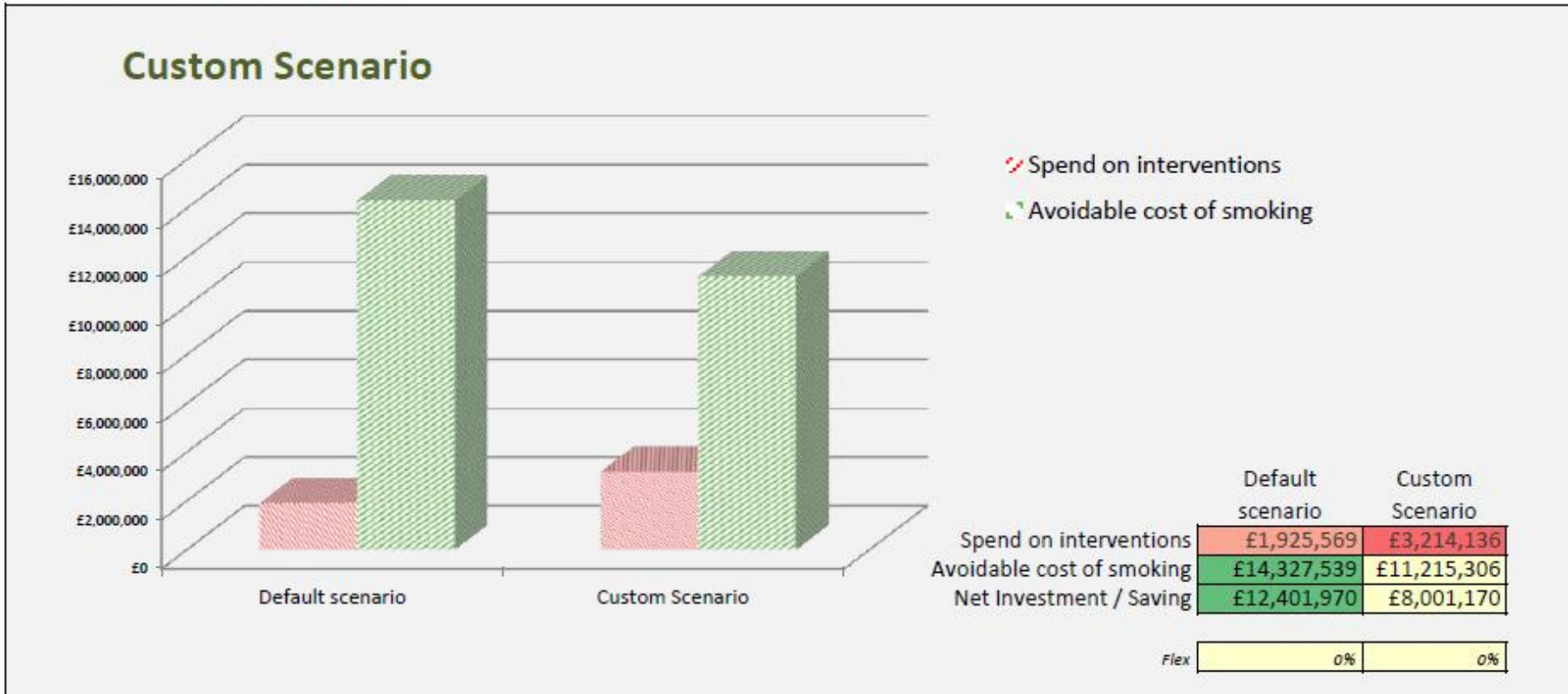
Scenario After 5 Years



Explanatory Notes:

The custom scenario refers to cost indications provided by NICE in England and include the cost of providing behavioural support, which is incurred by the pharmacy in Northern Ireland, and is therefore excluded in the default scenario.

Scenario 10 Years+



Explanatory Notes:

The custom scenario refers to cost indications provided by NICE in England and include the cost of providing behavioural support, which is incurred by the pharmacy in Northern Ireland, and is therefore excluded in the default scenario.

Discussion

- In Northern Ireland the stop smoking service in community pharmacy is extremely cost effective
- Smokers should be directed to these services
- Further investment in this preventative service can deliver substantial long term savings

Disclaimer:

Although every effort has been made to ensure accuracy, some costs such as the cost of training, management of the service and ELITE database, and providing CO monitors, has not been included in the analysis . These costs are absorbed by the pharmacy on an individual basis and data are not publicly available.

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