

KEEPING PATIENTS OUT OF HOSPITALS

THE NHS TODAY

Following on from last month's insight, we saw how in England, 6.7 million patients were waiting to be seen by the NHS (June 2022). Data recently released shows that this number has increased to nearly 7.1 million in just a 3-month period (Sept 2022). This increase further highlights the need for 'Capacity Busting' Patient Programmes to drive patient care, minimise the total number of patients waiting for care and subsequently reduce the burden on the NHS, all of which can be sponsored by Pharmaceutical Companies.



A related issue that is very much a part of the NHS Agenda is to keep patients out of hospital wherever possible. The aim is to reduce the burden on the NHS and in many cases improve patient experiences and outcomes. This again presents an opportunity to Pharma to assist the NHS whilst also driving access to its medicines.

FACTS FROM THE FIELD



More patients are being admitted than being discharged, with less than half of fit patients discharged on time (Oct 2022).



Over 13,000 patients spent more time in hospital than needed every single day last month (Oct 2022).



A recent study in the North of England found that over 60% of patient assessments and/or therapy could have taken place remotely.



More than 2.17 million patients turned up to emergency departments in England last month stretching NHS resources very thin.

Find out more here:
[NHS England: NHS cuts 18-month waits as staff contend with busiest October Ever](#)
[Local Gov UK: Why Not Home, Why Not Today](#)
 All data correct as at 18/11/2022

3 WAYS OF KEEPING PATIENTS OUT OF HOSPITALS

1. Reduce unnecessary admissions
2. Implement Principle 5 of the NHS Agenda - Encouraging a supported 'Homes First Approach'
3. Drive routine care back into the community and home

Benefit to the NHS

Keeping patients out of hospital will benefit the NHS by freeing up resource and capacity within the hospital to allow a higher patient throughput and therefore reduce patient waiting lists.

Benefit to Patients

Keeping patients in hospital for longer than necessary has a negative impact on patients' outcomes. Just one example from a recent study found that for those over the age of 80, 10 days in hospital can translate to 10 years' worth of muscle ageing.

Opportunity for Pharma

Pharmaceutical Companies can play a huge role in driving these key benefits to the NHS and patients through innovative Patient Programmes. Not only will the NHS and patients reap rewards, but these programmes can then act as a huge brand differentiator for the Pharma Company, as well as driving access to its medicines.

Where can Pharma Assist?

The following are some examples of initiatives that Pharmaceutical Companies can implement as part of their Patient Programmes in order to keep patients out of hospital:

- Homecare
- Patient Support Programmes (PSPs) that assist in testing, reviewing, initiation, consultation, education etc.
- Virtual PSPs
- Outsourcing Space e.g., use of community facilities, use of private hospital facilities
- Out of Hours Services
- Links with Private Suppliers of specialist Services
- Patient Activation Measures (PAM Scoring)
- Preventative Services
- Lifestyle Services etc.

KEY ACCESS LEARNS

A properly structured Patient Programme (also termed a **Package Deal** by the ABPI) MUST drive the agenda of the NHS and patients whilst integrating the needs of the pharmaceutical industry to drive access to medicines.

There are many solutions that can be implemented to keep patients out of hospital. These solutions are not limited to those discussed above, and each must be individualised to the Trust and the patient cohort's specific needs.

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Alternatively, contact us directly on info@apodi.co.uk and we will respond within 24 hours.

HOME CARE

Homecare is an avenue of healthcare that has exponentially increased in the past few years due to the COVID-19 pandemic. These services normally consist of the dispensing and delivery of medicines and the provision of nurse services to educate, train and support patients on their medicine. Thus, reducing the footfall of patients into hospitals and making homecare a practical option for the NHS and patients.

PATIENT SUPPORT PROGRAMMES

Patient Support Programmes (PSPs) are developed to provide tailored education and support to patients and their carers around their condition and treatment. Dedicated Specialist Nurses are deployed to engage with patients and provide individualised support and monitoring. One aspect of these programmes is Patient Activation Measures (PAM).

PAM

PAM scoring allows HCPs to provide a personalised healthcare experience to patients. Data shows patients with lower PAM scores are prone to poorer health outcomes than those with higher PAM scores, these include increased visits to the emergency room and other hospital admissions. PAM scoring allows HCPs to prioritise low scoring patients and improve their knowledge and behaviours and in turn minimise the risk of those patients' entering hospital when it could have been prevented by education and management.



KEY ACCESS LEARNS

There are many access solutions that can be implemented to reduce the number of and keep patients out of hospital. These solutions are not limited to those discussed above and each must be individualised to the Trust and the patient cohort's specific needs.

From Apodi's experience, the most successful solutions incorporate patient education, management and homecare. Currently, Apodi is running a vast number of programmes with a focus on patient education (e.g., PSPs) and homecare solutions with the aim of getting patient access to medicines, keeping patients out of hospital and reducing the burden on the NHS.

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