

Making the case for the self care of minor ailments

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Executive Summary



Background



- PAGB's research among consumers in 1987, 1997 and 2005 has shown that there is a high incidence of minor ill health in the population.
- Minor ailments are part of normal everyday experience for us all, particularly:
 - backache, coughs and colds, headaches and migraine, toothache, indigestion, skin problems, allergy and respiratory problems.
- In most cases people manage these minor ailments through self care using an OTC product but the picture built up from previous research has demonstrated a level of dependency on the doctor.
 - It showed that people often abandon self care for the doctor typically within a period of 4-7 days. According to GPs this is earlier than needed generating in their opinion unnecessary consultations and in most of these cases a prescription was given as a result of the consultation.
- The PAGB has since conducted two further research projects that investigate the treatment of minor ailments in order to make the case for encouraging self care for minor ailments



Source: Everyday healthcare study: 1987 & 1997 conducted by BMRB International for PAGB

A Picture of Health: 2005 conducted by NOP for PAGB/Reader's Digest

Reducing GP consultations for minor ailments would result in significant savings & reduced demand on the NHS



- Until recently there was no data available on numbers of GP consultations for minor ailments and the cost of these to the NHS but in 2007 the PAGB commissioned IMS to quantify GP workload for minor ailments and their costs
- This research showed high volumes of GP consultations for minor ailments and the associated significant costs these have to the NHS:
- 57m consultations involving minor ailments;
 - 6m consultations involving a minor ailment plus other condition
 - 51.4m consultations involving minor ailments alone
 - 18% of GP workload is accounted for by minor ailments alone
 - Nearly half the consultations are generated by 16 - 59 year olds
- Treatment of minor ailments within primary care incurs significant cost to the NHS of £2b
 - 80% of costs are for GPs' time equating to £1.5b and on average over an hour a day for every GP
 - Over 91% of all minor ailment consultations result in a prescription at a cost of £371m
- The NHS cannot afford to spend £2bn on minor ailments with expensive doctors dealing with conditions that people can cope with themselves and are already doing so



Source: IMS Health Dec. 2007 study, commissioned by PAGB

Base: 500,000 patient records from IMS database 'Data Analyser'

Significant savings could be made if there was a focus on self care specifically for the top 10 ailments



Top 10 account for 75% of all minor ailments

MA	Total consultations (millions)
Back Pain	8.4
Dermatitis	6.8
Heartburn and indigestion	6.8
Nasal Congestion	5.3
Constipation	4.3
Migraine	2.7
Cough	2.6
Acne	2.4
Sprains and Strains	2.2
Headache	1.8
Earache	1.7
Psoriasis	1.7
Conjunctivitis	1.3
Sore Throat	1.2
Diarrhoea	1.2
Haemorrhoids	0.9
Cystitis	0.7
Hay Fever	0.7

Warts and Verrucas	0.6
Nail Infections	0.4
Common Cold	0.4
Influenza	0.3
Dysmenorrhoea	0.3
Thrush	0.3
Infantile Colic	0.2
Insect bites	0.2
Mouth Ulcers	0.2
Athlete's Foot	0.2
Muscular Pain	0.2
Oral Thrush	0.2
Threadworm	0.1
Nappy Rash	0.1
Head Lice	0.1
Gingivitis	0.04
Dandruff	0.04
Cold Sores	0.04
Cradle Cap	0.02
Travel Sickness	0.02
Teething	0.02

*Dermatitis includes all forms of dermatitis (e.g. contact, atopic, ingestion, seborrhoeic) and eczema (e.g. atopic, dry, infantile)

Source: IMS Health Dec. 2007 study, commissioned by PAGB; Base: 500,000 patient records from IMS database 'Data Analyser'

2009 research also indicates a need to shift behaviour and perceptions to encourage self care



- In 2009 PAGB commissioned TNS Healthcare, A Kantar Health Company to study the attitudes and behaviour of consumers, patients, GPs, nurses and pharmacists to understand the drivers and barriers for self care of minor ailments.
- This research has confirmed that most consumers...
 - Engage in repetitive behaviour
 - Typically wait 4-7 days before seeking GP advice on a minor ailment (depending on the condition)
 - Need educating to ask the pharmacist for advice
 - Have concerns about paying more than prescription charge for OTCs
 - Are more cautious when treating infants and young children
 - Must feel able to consult GP/Nurse if necessary if the condition is recurrent, persistent or if they have tried self care & this has failed
- And that pharmacists...
 - Spend little time out of the dispensary (~10%)
 - Think GP/Nurse should encourage patient to self treat
 - Strongly believe that patients trust them
- And finally that GP/Nurses...
 - Claim to recommend self-care (however consumers don't agree)
 - Have less confidence in the pharmacist and believe patient doesn't either
 - Need 'permission to act'
 - Don't believe that patients know when to self-care & think they lack confidence
 - Don't agree that patients prefer to self treat



Qualitative findings showed the need for support for all groups in encouraging self care



Consumers



- Claim to be using OTC medicines to treat minor ailments & that they visit GP appropriately – GPs do not agree and believe they present too early and unnecessarily
- Many situations where minor ailments found to be more in need of GP assistance: persistent, recurring, worsening symptoms
- Cost not stated as barrier to self care
- Some consumers were seeking reassurance from the GP, not just a prescription.

GPs/Nurses



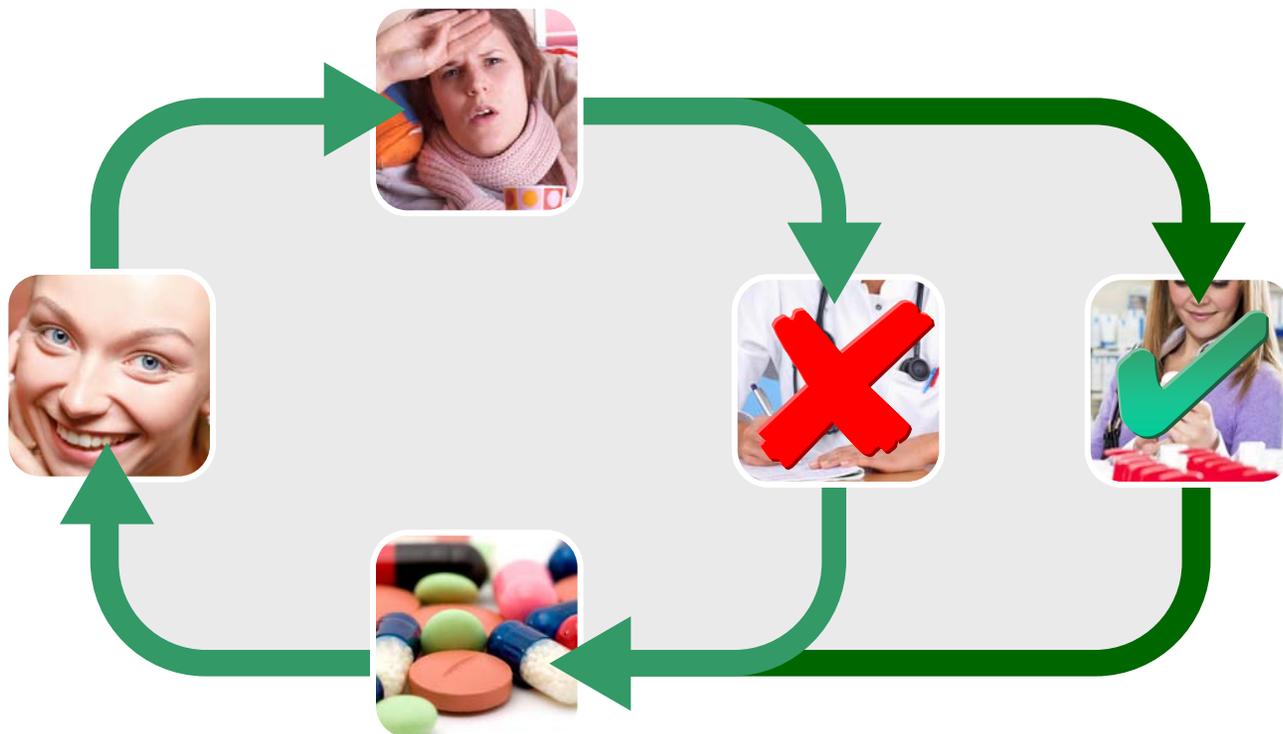
- Are in favour of increased self care.
- Willing to prescribe for minor ailments – often for ‘easy life’
- Welcome ‘top down’ approach to help them encourage self care
- Show concern for misdiagnosis/mistreatment (particularly Practice Nurses)

Pharmacists



- Most positive reaction to concept of increased self care
- Favour the idea of spending more time consulting patients & raising profile
- Recognised that there is low awareness of pharmacists advisory role

Treating minor ailments is a habitual process – **PAGB**
in order to change behaviour the cycle needs to be broken!



Generally GPs/Nurses are too willing to prescribe and lack confidence in pharmacists so need 'permission to act' to break this cycle

The future of self-care needs to have an empowered confident consumer supported by GPs, nurses and pharmacists



Current picture



Consumer: currently self-selecting without advice and judging themselves when necessary to visit GP/Nurse



Pharmacist: Where possible, being proactive to build a relationship



GPs/Nurses: Currently still willing to Rx for minor ailments and not directing patients to pharmacist due to lack of trust

Future picture



Confident consumer selects OTC medicine and makes pharmacist first port of call if symptoms persist



Pharmacy staff can become more involved in patient self care



GP/Nurse feels confident to suggest self care route and trusts pharmacist capability

Increasing self care in the whole population is an investment in the future



- The founding principle of the NHS is to provide free health care at the point of need; taking responsibility for maintaining health, preventing ill health and dealing with minor ailments should be sensible behaviour for individuals
- The overarching aim must be to move to self care and not to signal a shift of dependency from one healthcare professional to another e.g. from doctor to nurse or pharmacist
- Empowering people to look after all their minor ailments through self care with full support so that they consult the GP only when needed will ...
 - Reduce demand on the NHS & ensure that it is used in the most cost effective way
 - Change dependency behaviour while improving people's ability to care for their own and their families' health and wellbeing, resulting ultimately in the 'fully engaged consumer' who:
 - Is confident about when and what to do about looking after their own and their family's health and illness
 - Knows when to use a GP and when to use a nurse, pharmacist or other healthcare professional, is not dependent on the NHS and uses NHS resources wisely
 - Is prepared to prevent illness as well as self treat minor ailments
 - Responds to messages about self care and self medication by acting upon them
 - Will be less dependent on the GP when faced with long term conditions
 - Is prepared to challenge healthcare professionals about what they want in the way of support in caring for themselves
- Resulting in an improvement in the overall quality of care for all



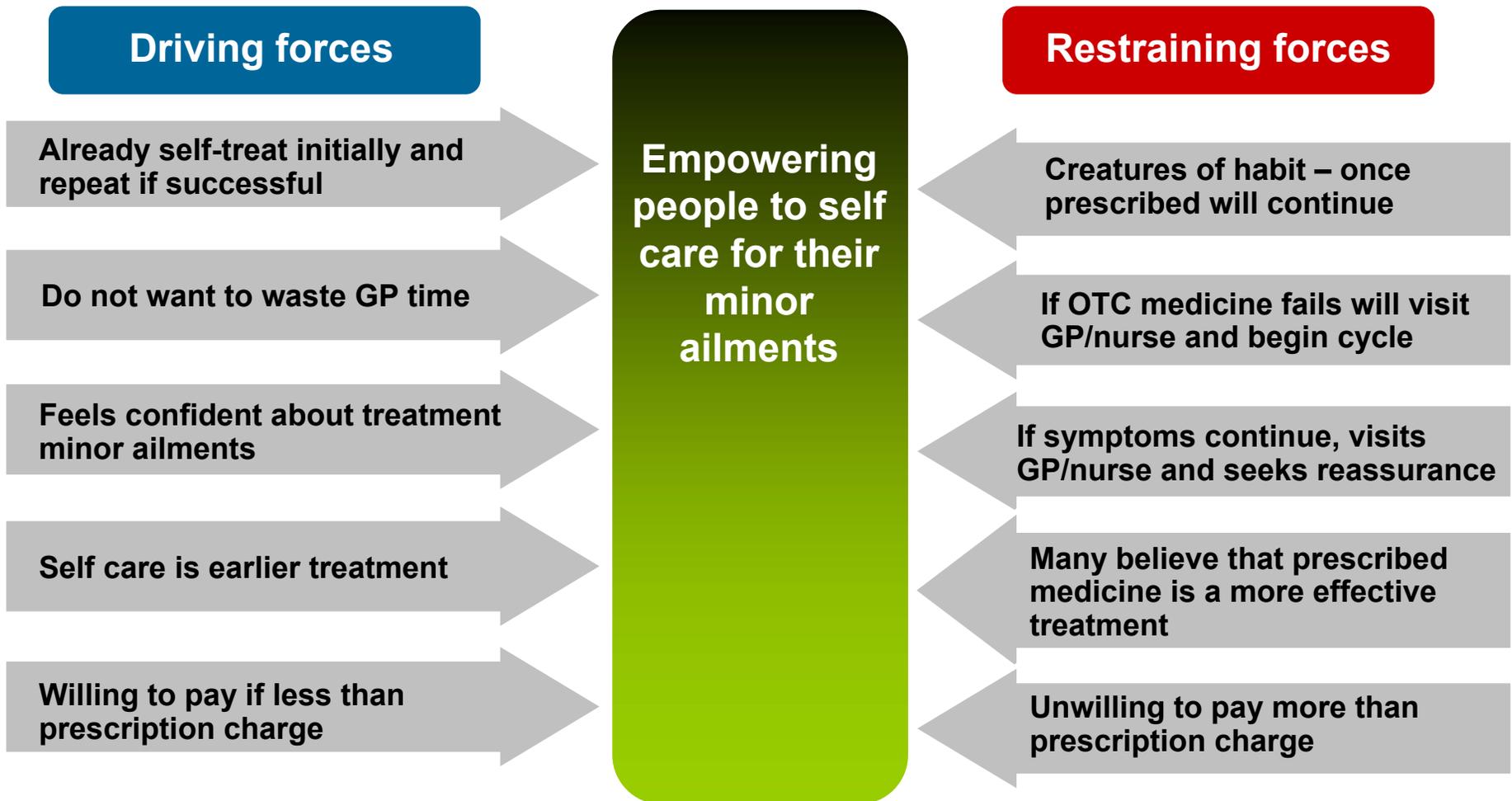
How do we make progress?



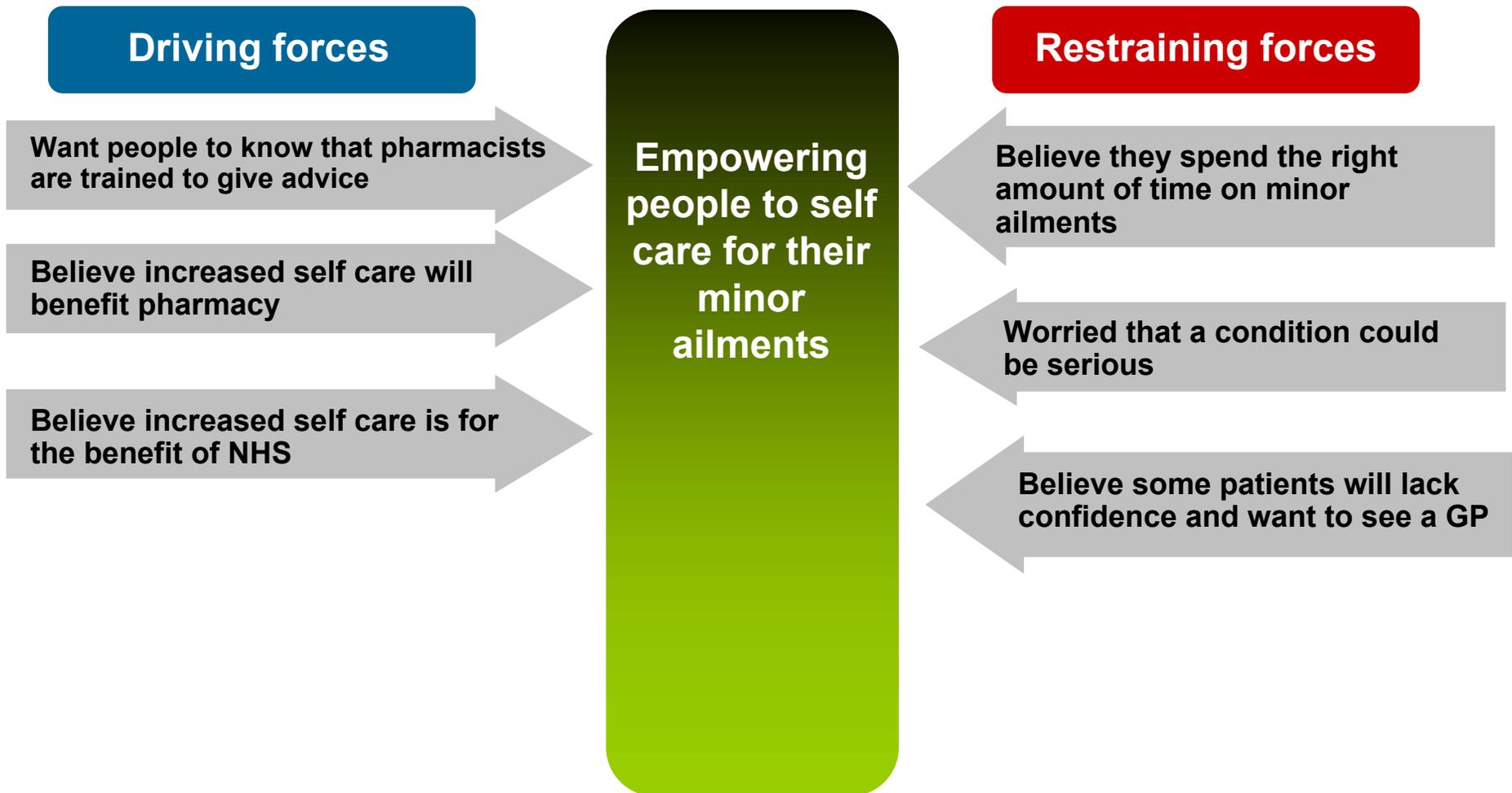
- Policies already reflect the need for people to take greater responsibility for their health (as indicated in the Darzi plan):
 - Quick access when needed (telephone, internet, face-to-face settings)
 - More choice and less inequalities
- There is now the need to emphasise how the NHS should be used including in which circumstances these access points should be used
- It is no longer about developing policies but about implementing and action – we need to break the cycle of habitual behaviour by:
 - Mounting a public health education campaign about the top ten minor ailments in general practice by category
 - Giving people information to enable them to feel confident self caring for the right time period
 - Giving doctors permission to endorse self care without offering a prescription
 - Focussing on promoting the drivers and removing the barriers to self-care as uncovered by TNS Healthcare 2009 research
- This should be implemented now at central and local levels and government must lead this change
- Behaviour has not changed in over 20 years and the health service cannot afford to wait another 20 years before seeing a change in culture and behaviour



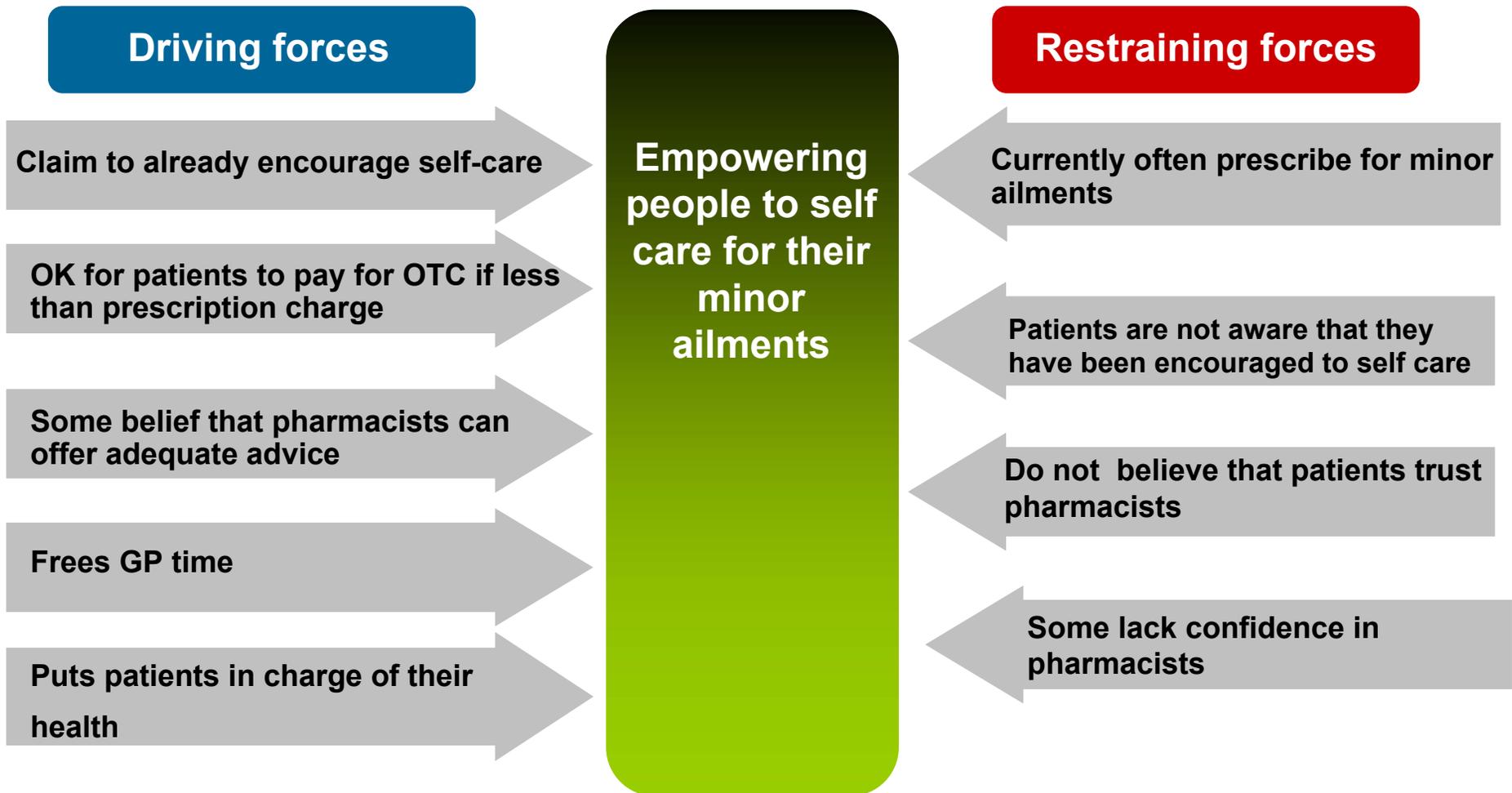
Drivers and barriers to implementing a successful adult 'self-care' programme – consumers and patients



Drivers and barriers to implementing a successful adult 'self-care' programme – pharmacists



Drivers and barriers to implementing a successful adult 'self care' programme – GPs/Nurses



TNS Research Findings

– in more detail



TNS study objectives



- Qualitative phase:
 - To explore understanding of minor ailments (MAs), attitudes towards self-care and the perceived drivers and barriers
 - To identify relevant attributes and language to be used in the quantitative phase
- Quantitative phase:
 - To conduct a more robust evaluation of attitudes, drivers and barriers amongst consumers, patients, GPs, nurses and pharmacists

Methodology & sample



- Qualitative phase: Jan – March 2009
 - 3 consumer groups
 - 2 GP IDIs, 2 Nurse IDIs, 2 Pharmacist IDIs
 - All conducted face-to-face - 60min interviews
- Quantitative phase: April – June 2009
 - 1317 consumers (on-line) – 1017 England, 200 Wales – nationally representative
 - 131 GPs (on-line) – 100 England, 31 Wales
 - 130 Nurses (on-line) – 100 England, 30 Wales (including 46 Nurse prescribers)
 - 159 Pharmacists (on-line) – 129 England, 30 Wales
 - 401 patients (Spotlight self-completion) (including spread of Independents, Small Multiples, Boots/Lloyds)
 - 10-15min interviews

Qualitative research findings: Attitudes to self-care



Minor ailments are treated by patients themselves and do not pose any major health risk

Minor ailments are:

- Not life-threatening / do not pose a major health risk
- Managed by patients themselves
- Self-limiting (GP) / get better by themselves
- Uncomplicated
- No special diagnostic tool required (GP)
- Easy for patients to diagnose (C)
- Do not last long (C)
- Do not necessitate hospitalisation (C)
- Treatable with OTCs

How they differ from other ailments:

- More serious conditions require prescription medication
- Minor ailments are shorter lasting than more serious conditions
- More serious ailments require HCP involvement
- Minor ailments are dealt with in triage unlike other ailments (N)
- Minor ailments are handled by nurses unlike other ailments (N)

'Not life-threatening and unlikely to become so, whereas a more serious illness is one that affects their health pattern long-term.'

(GP, Epsom)

'If you leave them alone and don't even treat them, they will go away by themselves.'

(Practice Nurse, Epsom)

'A minor ailment is something you can diagnose yourself and treat yourself, without seeing a doctor.'

(Consumer, Manchester)

HCP and consumer attitudes to increased self care are, for the most part, positive

For NHS:

- ✓ May reduce unnecessary prescriptions & save money

For GPs & nurses:

- ✓ **Frees up GP & nurse time for patients with more serious problems**
- ✓ **May avoid unnecessary consultations with doctors**
- ✓ Supports current behaviours e.g. use of information sheets, encouraging self care

For pharmacists:

- ✓ **Raises profile of pharmacists**
- ✓ **Increases pharmacist job satisfaction (P)**

For patients:

- ✓ **Empowers patients**
- ✓ **Increases patient confidence and independence**
- ✓ Can treat easily when surgeries closed (N, C)
- ✓ Quicker for patients to self-treat (GP, C)
- ✓ Reduced anxiety for patients if have self-treated successfully before (GP)
- ✓ Wide choice of OTCs available, so easy to self-treat (C)
- ✓ Should be linked to health promotion (GP)

- ✗ **Small risk of misdiagnoses and incorrect treatment**
- ✗ **Could result in more serious pathology**
- ✗ Patients may miss symptoms of serious disease (GP, C)
 - ✗ Need to educate patients on red flag symptoms (GP)
 - ✗ Could result in complications (N)
- ✗ Inappropriate for elderly patients (N, C)
 - ✗ Easily confused and frightened (N)
 - ✗ But OK for younger patients (N)
 - ✗ Condition likely to be more serious (C)
- ✗ More difficult in rural areas? (GP)

If patients are to be persuaded to self-care more, education will be critical

Key elements

- **Promote the role / raise profile of pharmacists**
- **Patient education**
 - Explain the role of pharmacists
 - Provide guidance on useful websites
 - Empowerment & confidence
- **Communication / promotion**
 - TV & radio advertising campaigns
 - Involve PCTs, NHS Direct, GPs, nurses, health visitors, pharmacists and schools
 - Posters and patient information leaflets in schools, GP surgeries, pharmacies & surgeries
 - Provide a list of minor ailments that can be treated easily with OTC medication
 - Include a strap line 'ask your pharmacist' on all promotional material (P)
- Stress can save money by buying OTC (C)
 - Many people are driven by money (C)
- Talks at schools by pharmacists (C)

Messages

- How to manage minor ailments
- When should you see a doctor and when should you not?
 - e.g. stay at home if you have flu
- When does a minor ailment become more serious?
- Do not make emergency appointments unless absolutely essential
- Safety of self-treating
- Benefits of self-treating
 - Empowerment & independence
 - Cost saving
- Quote how many patients consult when OTC would have sufficed
- Booklet given upon registration with GP

'It all comes down to instilling confidence. If patients lack confidence in seeing the pharmacist or they perceive that he gives out less potent medicines than POM items, that's where the education is needed.'

(Pharmacist, Epsom)

'There's such a low awareness of pharmacists and the fact that they can give you really good advice. They need to promote that first, so people are used to going there.'

(Pharmacist, Epsom)

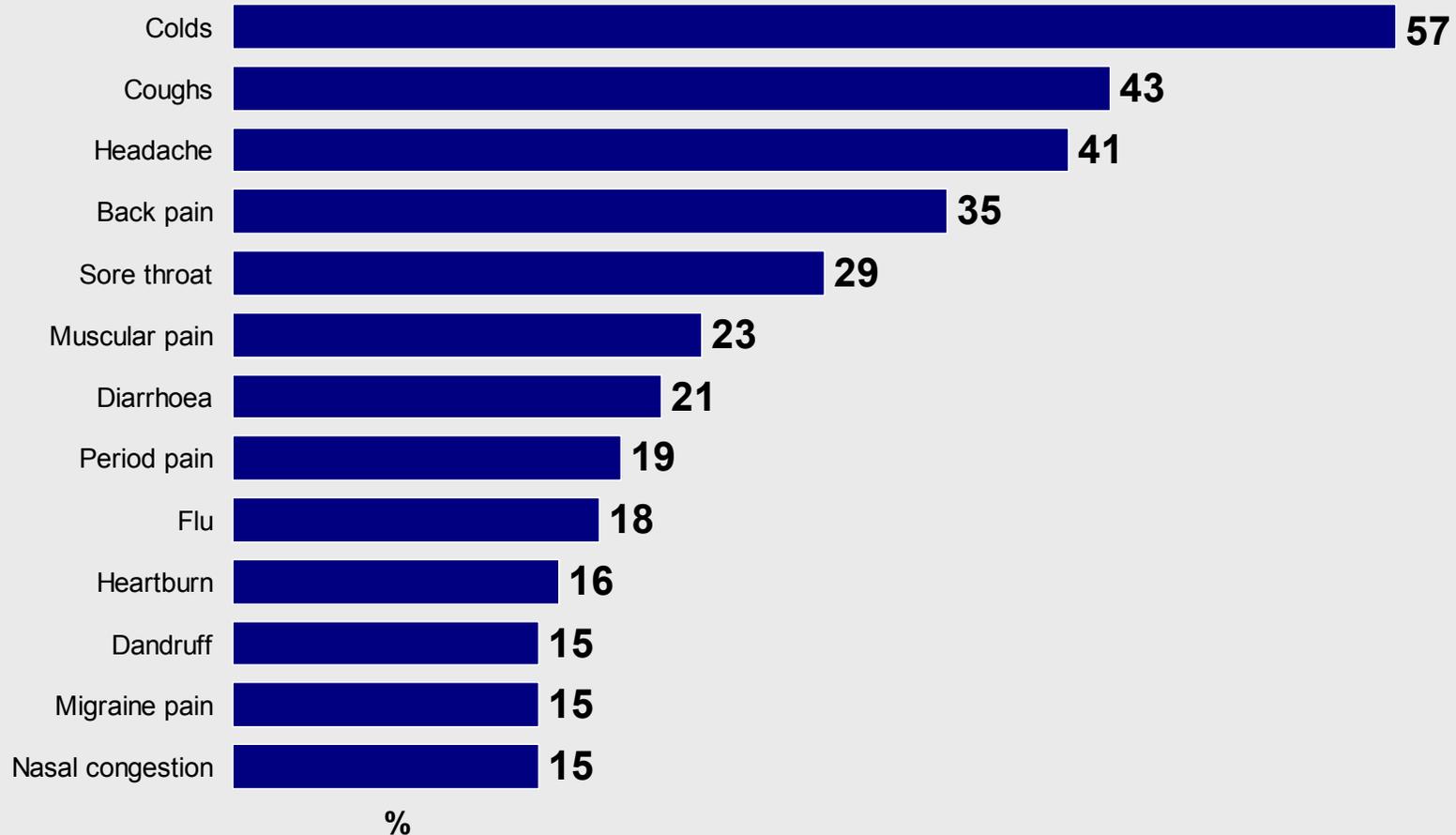
Quantitative research findings: How are consumers/Healthcare Professionals currently behaving?



The incidence of minor ailments



Minor ailments suffered in last 6 months – all above 15%

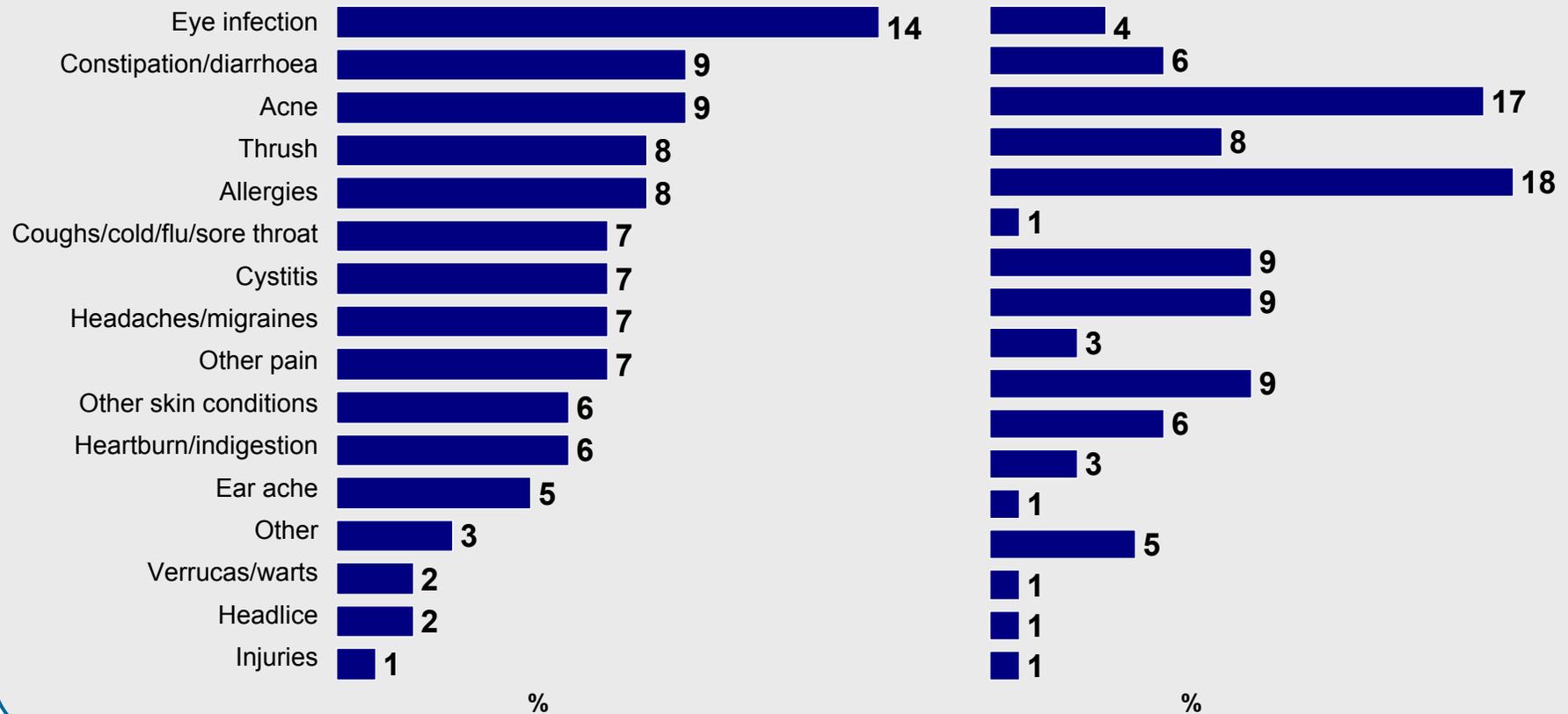


Behaviour is influenced by type of symptoms



Minor ailments collecting Rx for

Minor ailments collecting repeat Rx for



Consumers who never consult GPs with a minor ailment believe condition is less serious & are aware of self care options



Reasons for never consulting GP/Nurse for: Ear/Nose/Throat

- It's not serious/serious enough (26%)
- It's only a cold/cough/will go eventually/let it run its course (19%)
- I can buy/use OTC medication (15%)

Reasons for never consulting GP/Nurse for: Gastrointestinal

- It's only a minor problem (21%)
- I can buy/use OTC medication (21%)
- The doctor can't help/it has to run its course (19%) (**concern for indigestion**)
- I can treat it myself (17%)

Reasons for never consulting GP/Nurse for: Musculo/skeletal

- It's only a minor problem (24%)
- The doctor can't help/it has to run its course (19%)
- I can treat it myself (18%)
- I can buy/use OTC medication (17%)

Reasons for never consulting GP/Nurse for: Problems with babies/small children

- I can buy/use OTC medication (28%)
- It's only a minor problem (24%)

Behaviour when treating a minor ailment is often influenced by their background and demographics

Self-treaters



- **More likely to be:**
- Females
- ABC1/Higher earners
- Older consumers
- White British
- Prescription payers
- Full time workers

Visit GP/Nurse



- **More likely to be:**
- Wales
- C2DE/Lower earners
- Prescription exempt (due to low income)
- Consumers with children

Only tendencies, some ABC1/high earners visit the GP/Nurse and some C2DE self-treat, dependent on person and condition

The most common response to minor ailments is to self-care regardless of social grade or prescription charge status, consumers of social grade E are more likely to visit the GP/Nurse as ability to pay & exemption from prescription charge plays a role.

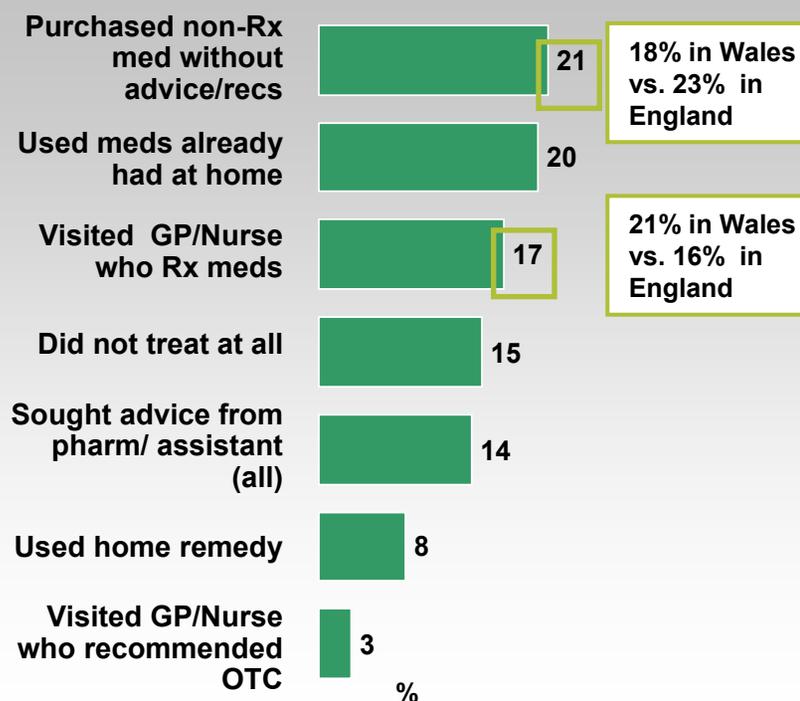


Base: All England responses (3052 ailments)	Social Grade %					Pay for Prescription %	
	AB	C1	C2	D	E	Yes	No
Visited GP/Nurse who prescribed medicine	14	13	17	19	23	13	22
Visited GP/Nurse who recommended non-prescription medicine	4	2	3	2	2	3	2
Sought advice from a pharmacist who referred to GP/Nurse	3	2	3	2	1	2	2
Sought advice from a pharmacist/pharmacy assistant & purchased non-prescription medicine they recommended	12	11	11	12	11	12	10
Self-selected a non-prescription medicine	23	27	21	20	19	24	19
Used medicine already had in home medicine chest	19	22	26	17	18	21	19
Used a 'Home Remedy' (e.g. hot water bottle, hot honey & lemon drink)	9	7	7	7	8	7	9
Did not use anything	15	14	11	20	16	14	16
Other	1	2	1	1	2	2	2

Consumers claim to only visit the GP after attempting self treatment (but don't speak to pharmacist for advice)



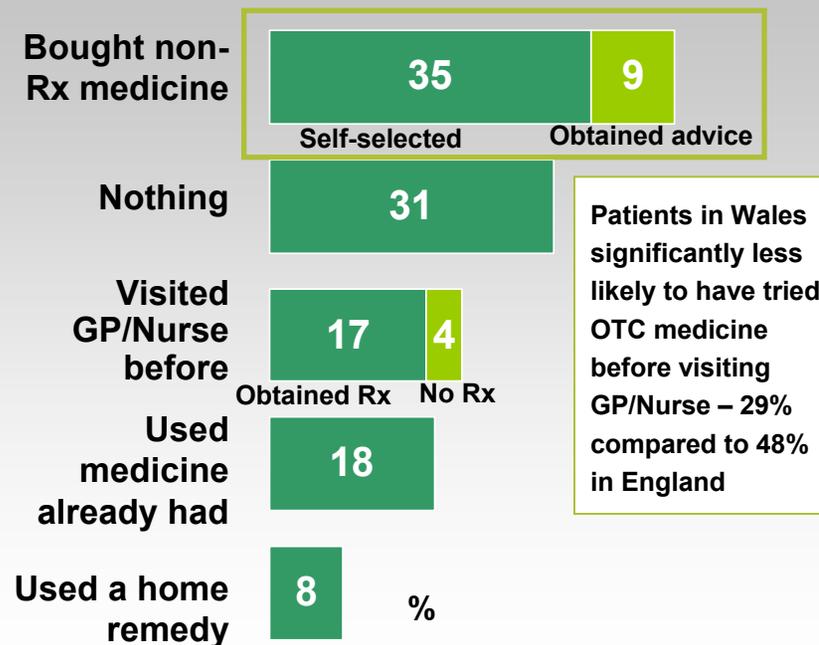
How are consumers treating MAs?



18% in Wales vs. 23% in England

21% in Wales vs. 16% in England

And when consumers consult a GP/Nurse, do they attempt any other type of treatment beforehand?



Patients in Wales significantly less likely to have tried OTC medicine before visiting GP/Nurse – 29% compared to 48% in England

Consumer Q3a – How did you treat condition in first instance (Base: all ailments – 3927)

Patient Q6 – Before this visit had you done anything else to treat this condition? (Base: all valid responses – 399)

Differing behaviours towards treating minor ailments suggests cost and convenience impact decision



Visit GP/Nurse

Wales
Exempt due to low income
C2DE
North England
Have children



Buy non-Rx medicine

High earners
Full-time workers



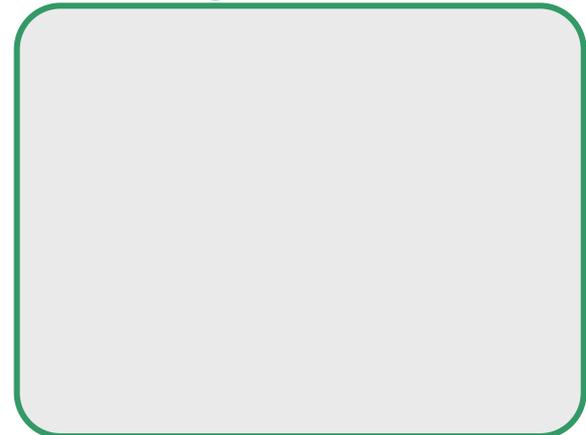
Use medicine had at home

Mixed Asian
Pain remedies



Do nothing

Minor injuries
Exempt due to low income

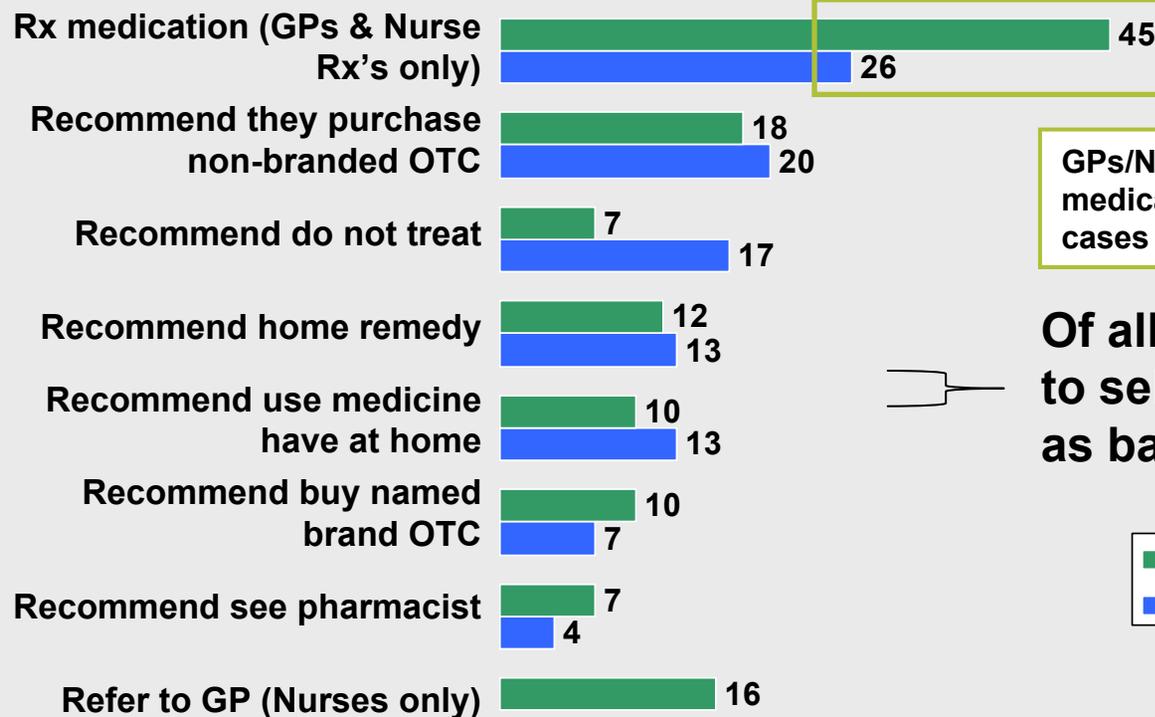


Similar patterns are seen with HCP behaviours

GP/Nurse beliefs not aligned with consumers – claim to recommend self care more often



Treatment for minor ailments (mean %)



(All others less than 1%)

GPs/Nurses in Wales prescribe medication in a higher proportion of cases

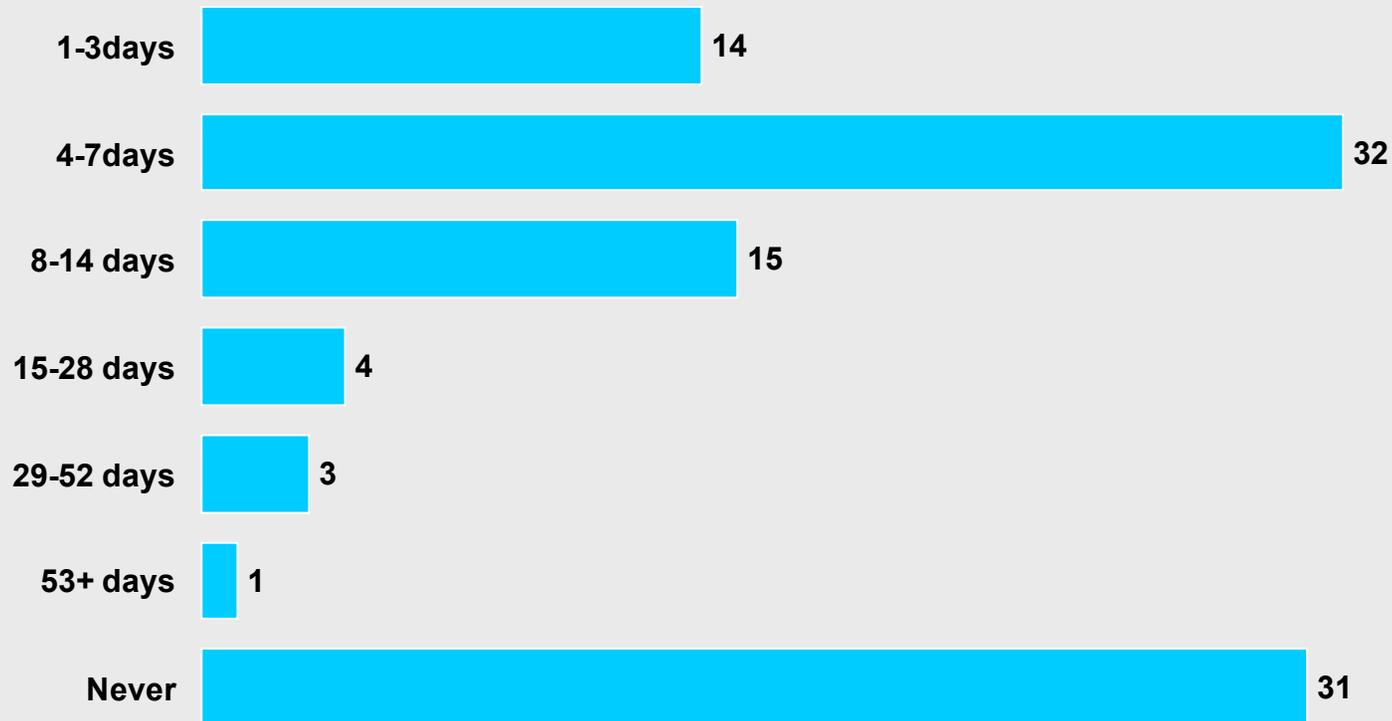
Of all patients recommended to self-treat, give prescription as back-up to 12% (GP)

■ Nurses
■ GPs



Some consumers appear to give up on self care earlier than they need to **PAGB**

How long would continue with self treatment if condition persisted



In qualitative research some GPs did say that patients with minor ailments visit too early or unnecessarily (not covered in quantitative survey)

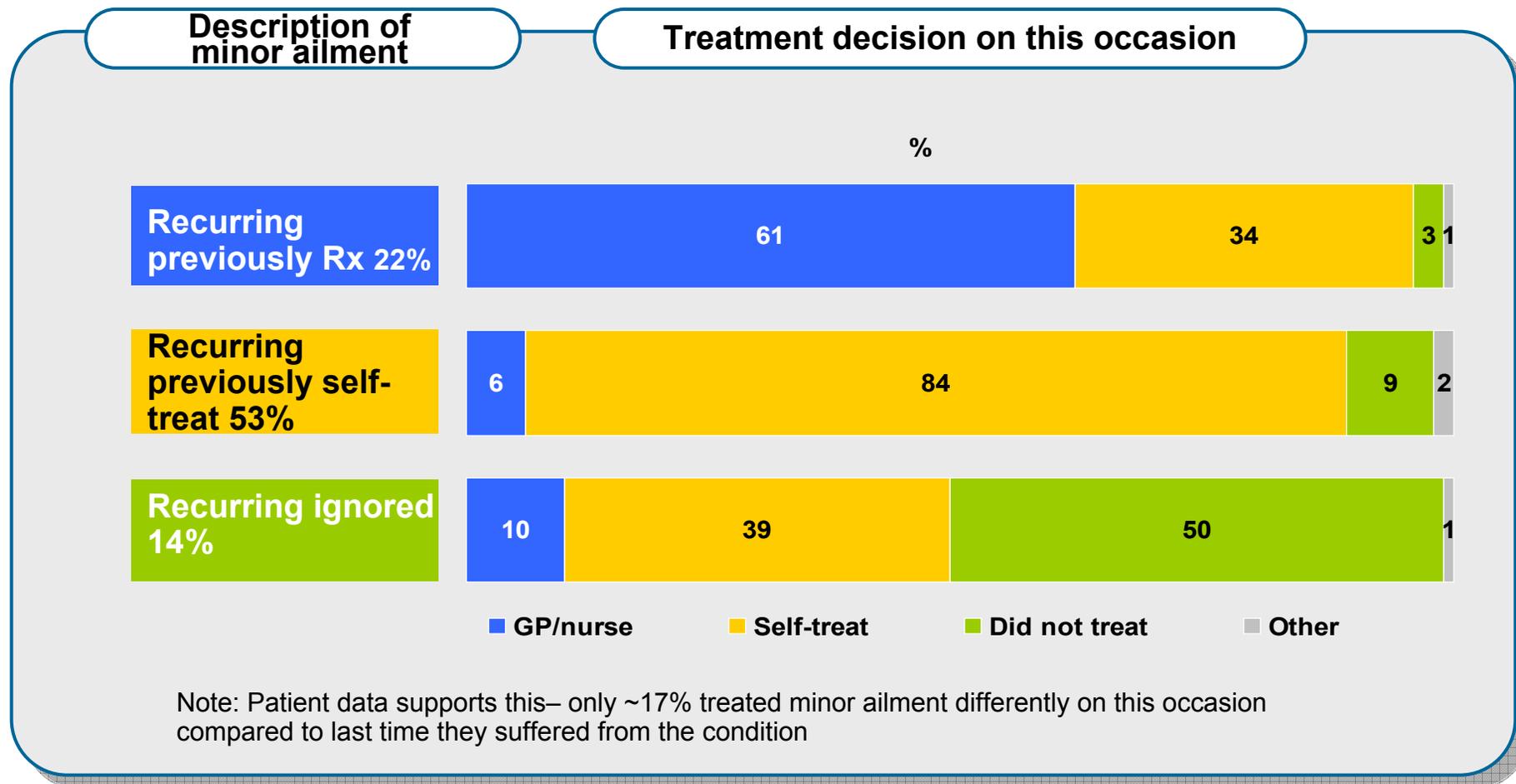
Quantitative research findings:
Why do consumers/Healthcare
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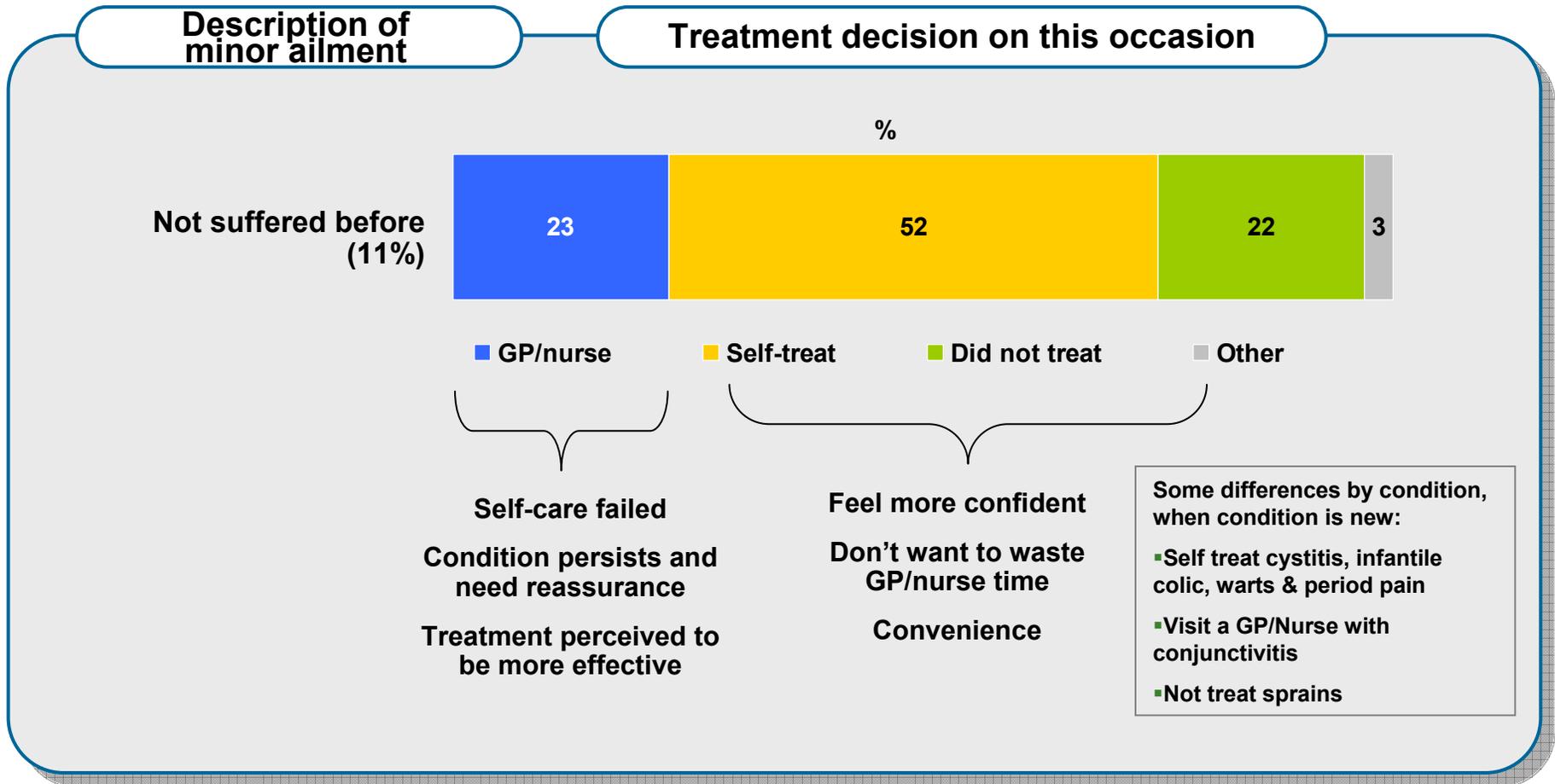
It is often a habitual process...



Consumers are most likely to use the treatment method used previously if the minor ailment has been suffered before



If it is a new condition, they claim to be more likely to self-treat

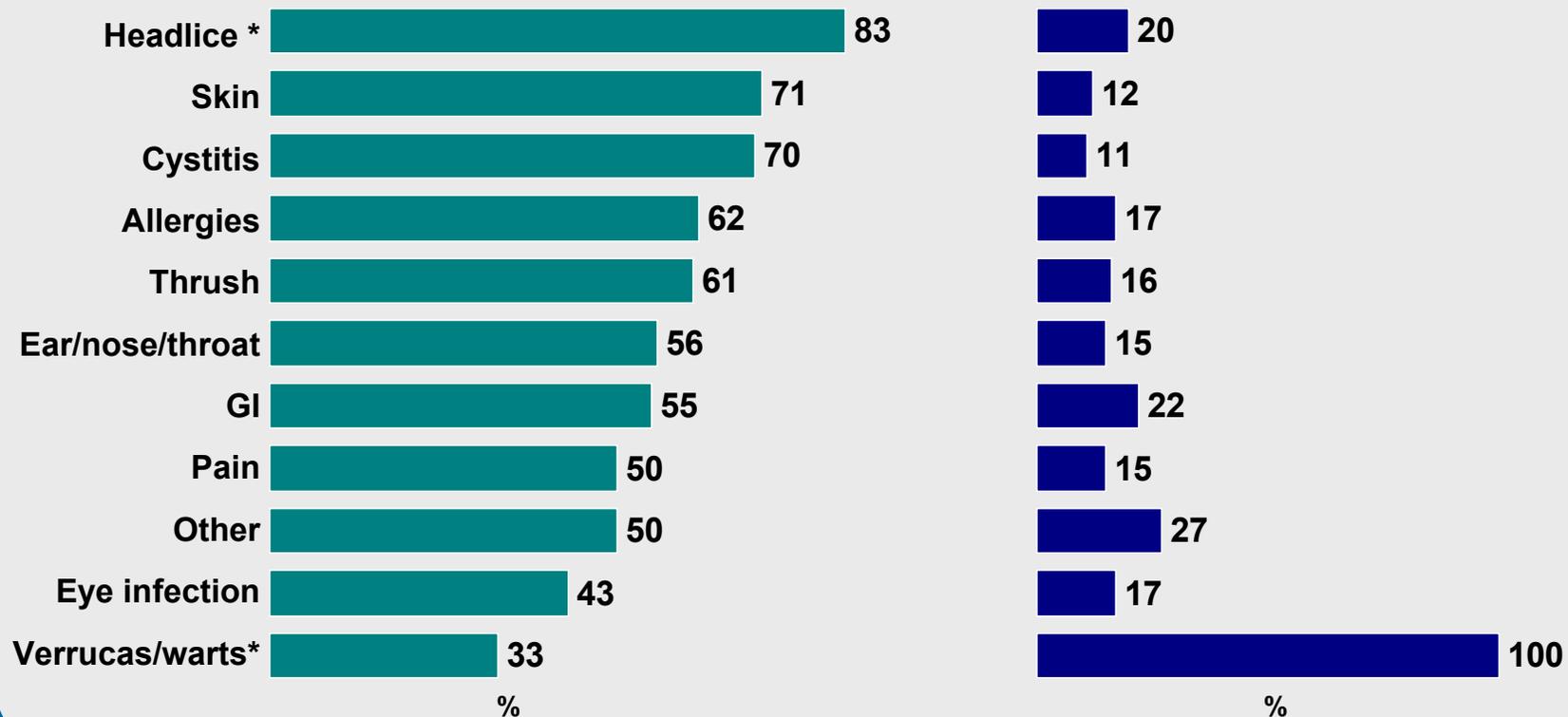


Treatment of MAs is habitual – most patients choose treatment method that has worked previously



Proportion suffered from condition before

Proportion treated differently on this occasion

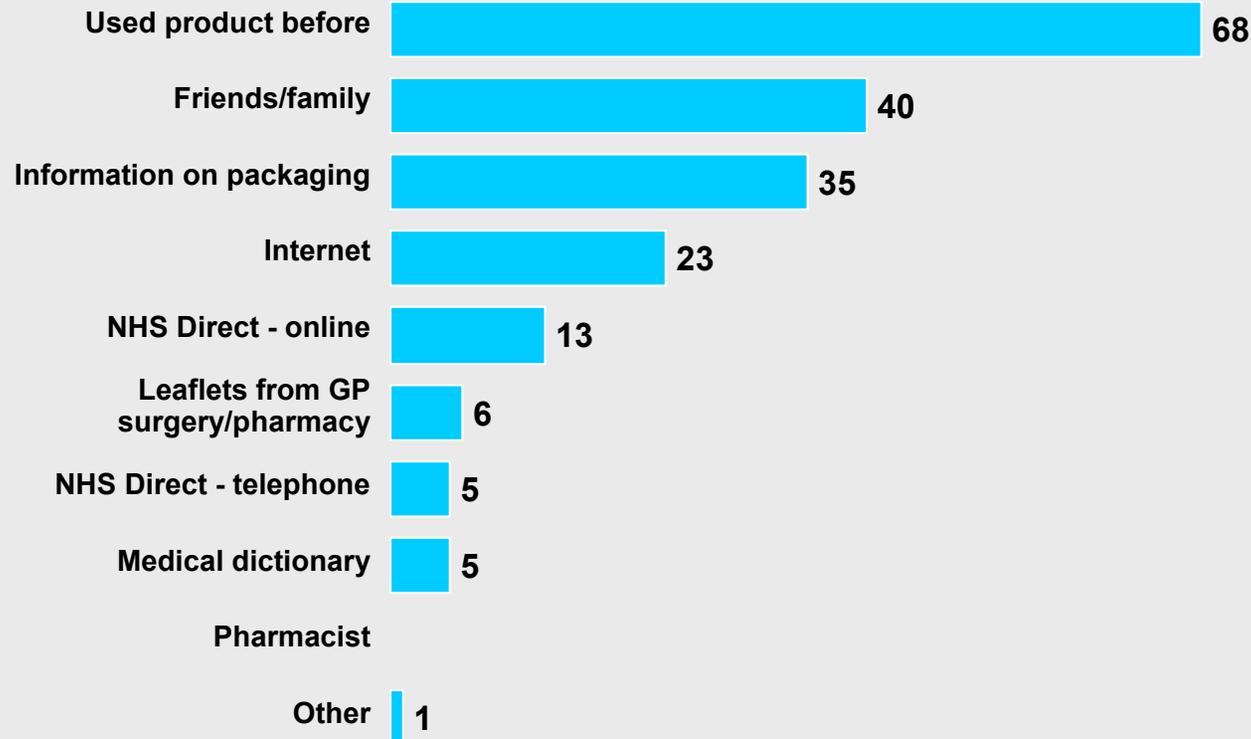


* Note very small base

Consumers tend to use products used before when making OTC product choices



Information sources used

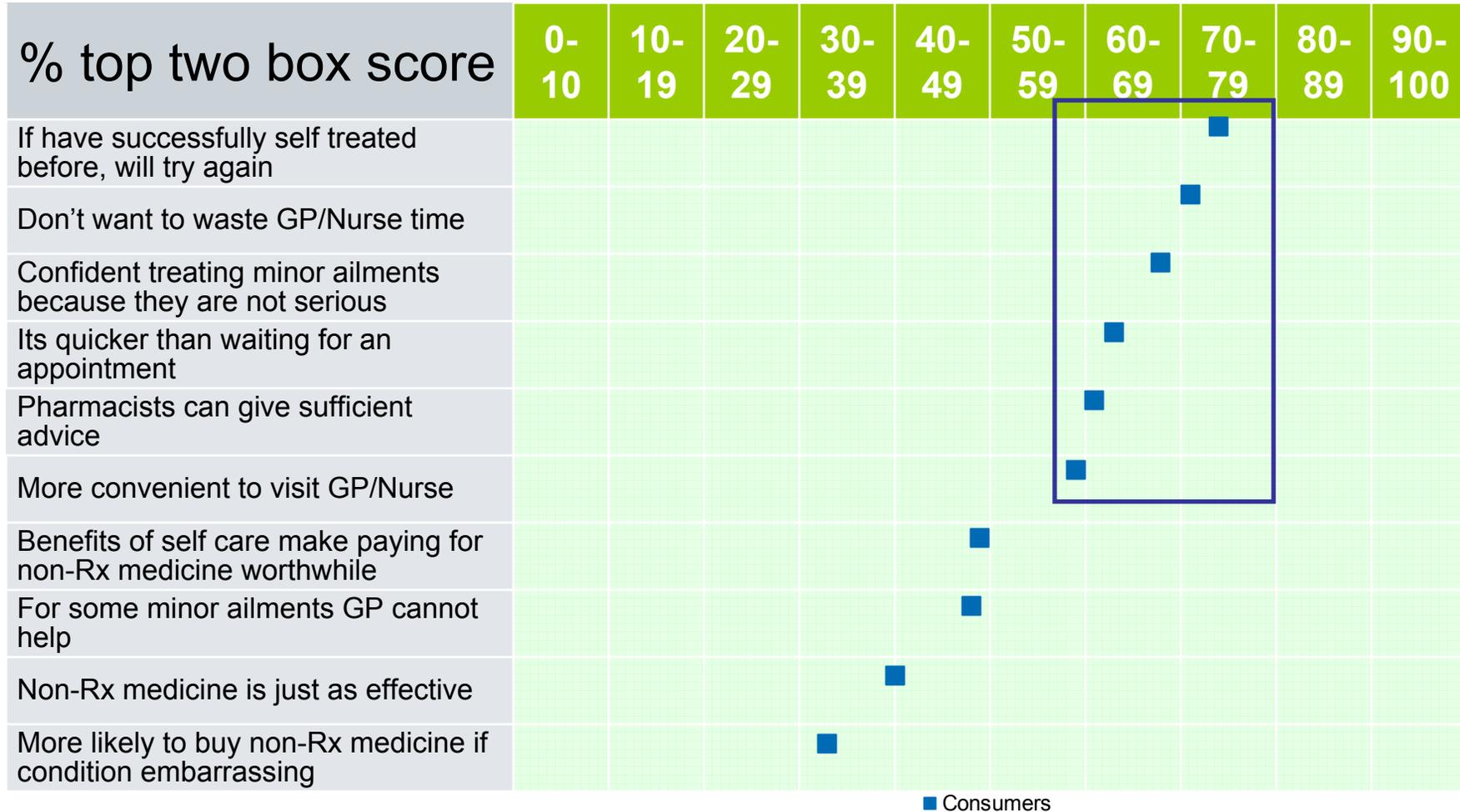


Consumers Q4. Some of the minor ailments you suffered from in the last 6 months you treated with non-prescription medicine that you selected with or without advice from a healthcare professional. Did you use any other sources of information to help you make your choice?

Current consumer drivers are habit, confidence, not wasting GP/nurse time, convenience and past experience



Reasons for self-treating – Consumers only



Q7. Below is list of statements relating to reasons why you might choose to self-treat a minor ailment. Using a 5 point scale, to what extent do you agree or disagree with each statement?

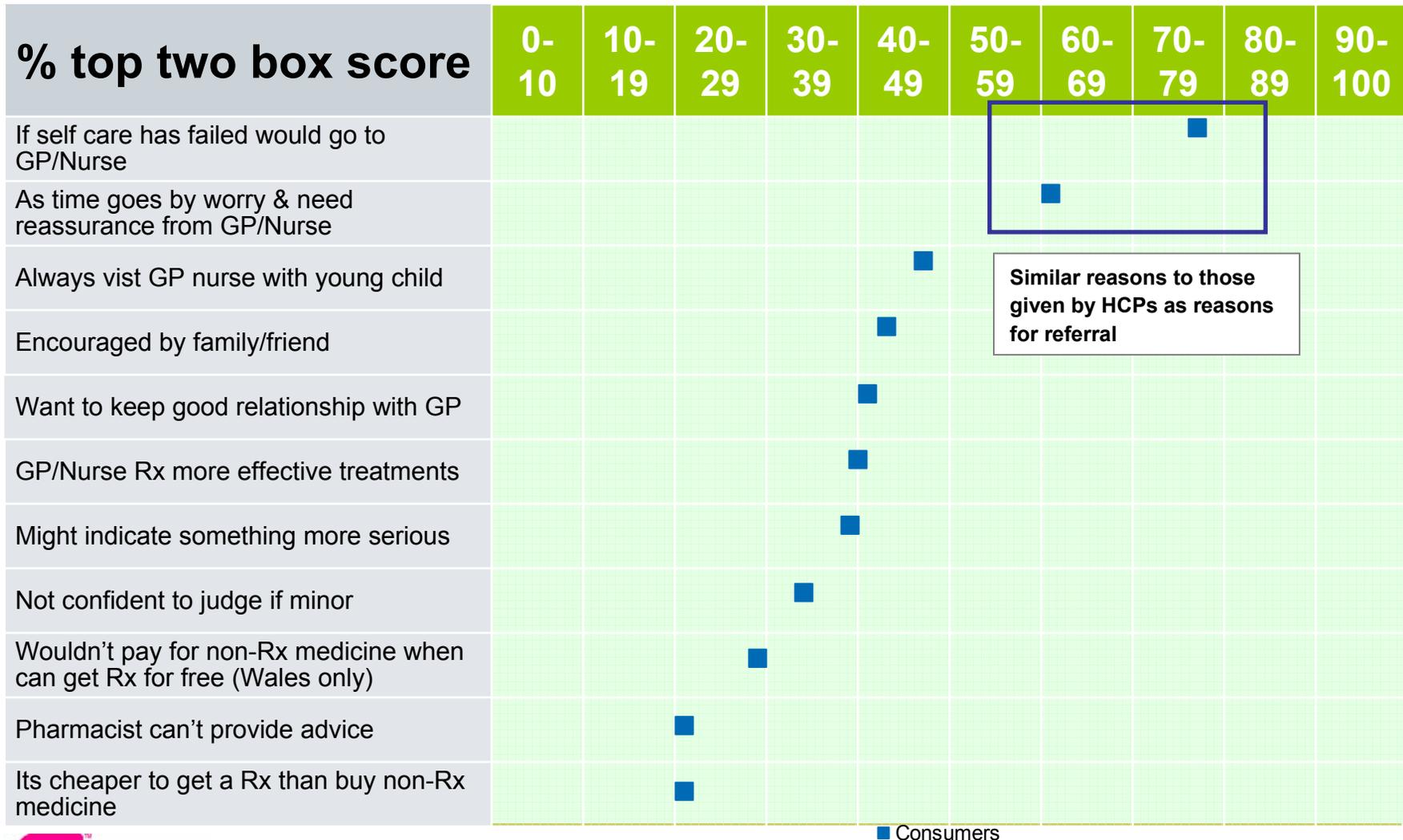
How do drivers differ amongst consumers?

I feel confident that I know how to self-treat certain minor ailments if I feel they are not serious	More strongly agree: Females, Oldest consumers, ABC1, White British, Prescription payers
If I think a condition is only minor I wouldn't want to waste the GPs time	More strongly agree: Female, Oldest consumers, ABC1, Consumers without children under 5
It is more convenient to go to a pharmacy rather than find time to schedule a GP appointment around my other commitments	More strongly agree: Females, Older consumers, ABC1, White British, Prescription payers
It is much quicker to self treat a condition than wait to get an appointment with the GP	More strongly agree: Females, Older consumers, ABC1, White British
If I have successfully self-treated a minor ailment before I am more likely to self-treat again	More strongly agree: Females, Older consumers, ABC1, White British
Pharmacists can give me sufficient advice and provide me with recommendations to treat a minor ailment	More strongly agree: Females, Oldest consumers, White British
There are some minor ailments that GPs cannot prescribe any treatment for so I will just stay at home	More strongly agree: Females, Oldest consumers, ABC1, Have children
I would be more likely to buy a non-prescription medicine if I felt the condition was embarrassing	More strongly agree: Females, Younger consumers
Non-prescription medicine is just as effective as medicine that a GP will prescribe	More strongly agree: Females, Older consumers, Have children
The benefits of self-treating a minor ailment (such as convenience or treating the condition earlier) would make it worth paying for a non-prescription medicine	More strongly agree: Older consumers, ABC1, White British, Prescription payers

Consumers claim expense is not a barrier to self care and only visit if self-care failed/need reassurance



Reasons for visiting GP/Nurse – Consumers only



Q6. Below is list of statements relating to reasons why you might choose to visit your GP/Nurse for a minor ailment. Using a 5 point scale, to what extent do you agree or disagree with each statement?

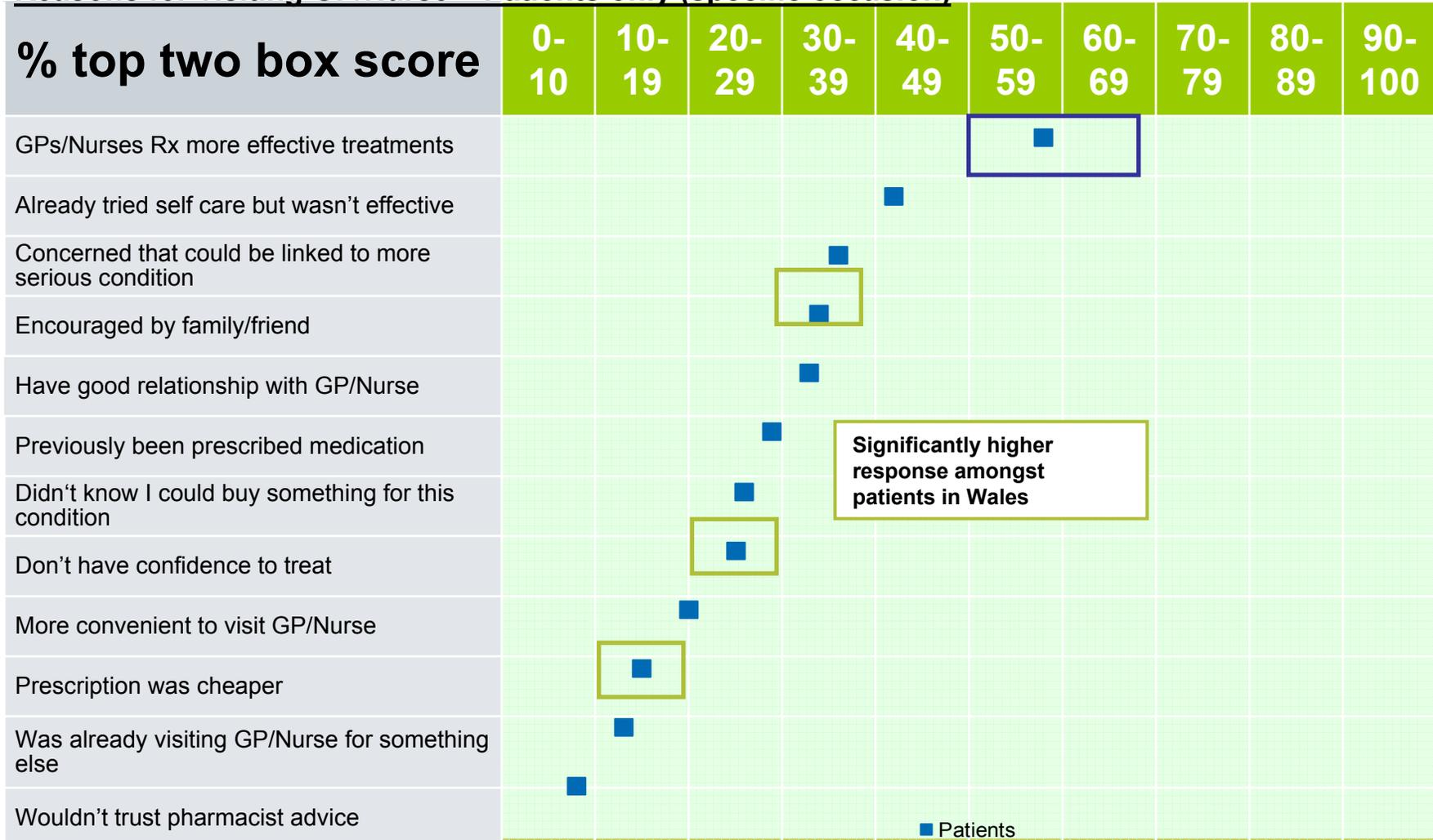
How do barriers differ amongst consumers?



I am not confident enough to judge whether a condition is minor or more serious myself, I need advice from my GP/Nurse	More strongly agree: Lowest income, have children More strongly disagree: Parent/caregiver
If a friend or family member encouraged me I would be more likely to consult a GP/Nurse about a minor ailment	More strongly agree: Younger consumers, ABC1, exempt due to age
GPs/Nurses prescribe more effective treatments than those you can buy without a prescription	
If self-care has failed to provide a solution to the condition my next port of call would be to visit a GP/Nurse	More strongly agree: Older consumers, ABC1, exempt in Wales
As time goes by I worry that the condition could be something more serious and require reassurance from a GP/Nurse	More strongly agree: Older consumers
Pharmacists cannot provide me with the advice I need	More strongly disagree: White British, Parent/caregiver
I would always visit a GP/Nurse with a young child if they were suffering with a minor ailment	More strongly agree: Lowest earners, Rx payers
I have a good relationship with my GP/Nurse that I want to keep	More strongly agree: Older consumers
When suffering from a minor ailment I worry that it may indicate a more serious condition	
I wouldn't pay for a non-prescription medicine for any condition because I can go to a GP/Nurse and get a prescription for free (non Rx payers only)	More strongly agree: Exempt due to age, Unemployed
It is cheaper to get a prescription from a GP/Nurse than to buy non-prescription medicine (Rx payers only)	More strongly agree: Younger consumers, have children

Similar attitudes when thinking about specific occasion – belief that GPs can prescribe more effective treatments

Reasons for visiting GP/Nurse – Patients only (specific occasion)

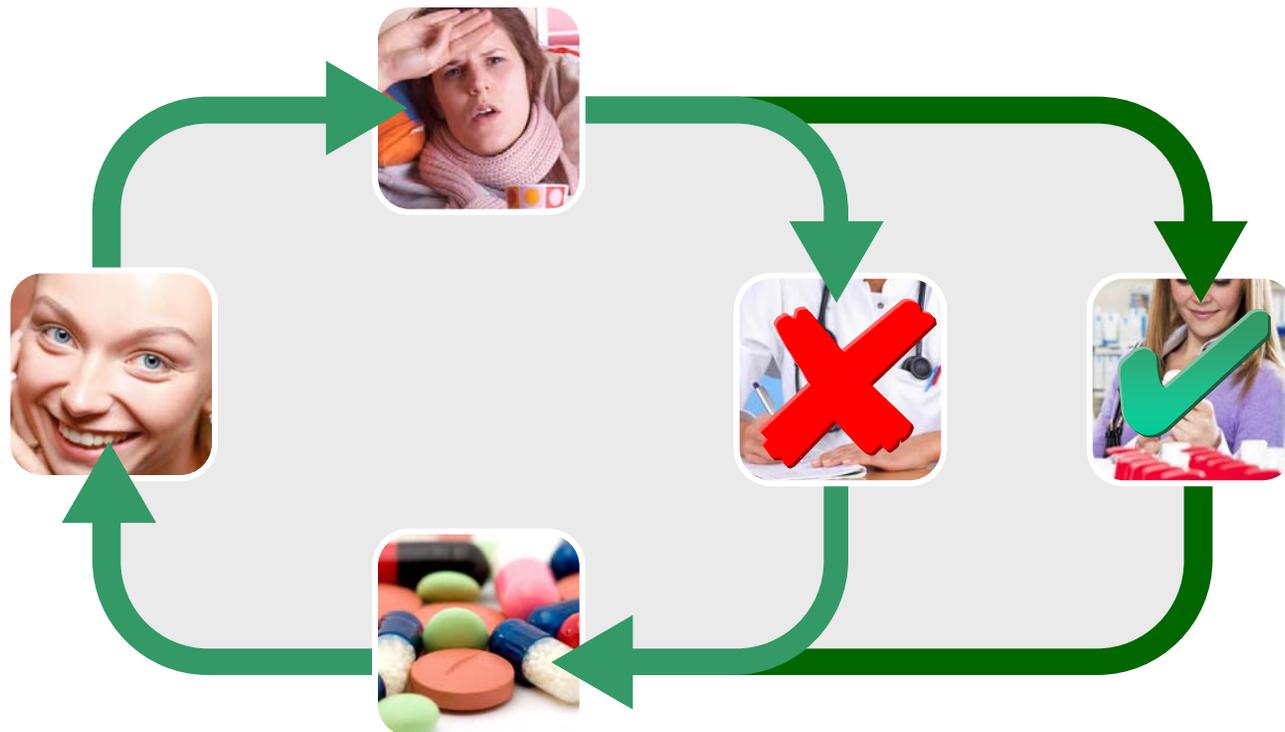


How do barriers differ amongst patients?



I didn't know I could buy something to treat this condition	More strongly agree: Not suffered condition before, Suffering with an eye infection or ear infection (very small base)
Encouraged by a friend/family member to visit the GP/Nurse	More strongly agree: Patients in Wales
GPs/Nurses prescribe more effective treatments	More strongly agree: 45-54, Believe condition is serious, Suffering with pain
I have already bought a product but it was not effective	More strongly agree: Patients in England, Have suffered from condition before, Suffering from skin conditions or pain
Prescription medicines are cheaper	More strongly agree: Patients in Wales More strongly disagree: Suffering from Ear/nose/throat conditions and thrush
Don't have the confidence to treat this condition without visiting GP/Nurse first	More strongly agree: Believe condition is serious, Not suffered condition before, Suffering from eye infection and pain
Wouldn't trust the advice of the pharmacist for this condition	More strongly agree: 55-59
More convenient to visit the GP/Nurse	More strongly agree: Patients in Wales , Part-time workers, Suffering from eye infection
I was concerned it could be linked to a more serious condition	More strongly agree: Older patients, Suffering recurring condition, Believe condition is serious, Not suffered condition before, Suffering from GI condition and pain
I've previously been prescribed treatment for this condition	More strongly agree: Suffering from recurring condition, Have suffered from condition before, Suffering from allergies, eye infection and thrush
I have a good relationship with my GP/Nurse	More strongly agree: 35-54, Suffering from a recurring condition
I was already visiting the GP/Nurse for another reason	More strongly agree: 55-59

In order to change the behaviour of those visiting the GP/Nurse the cycle needs to be broken!



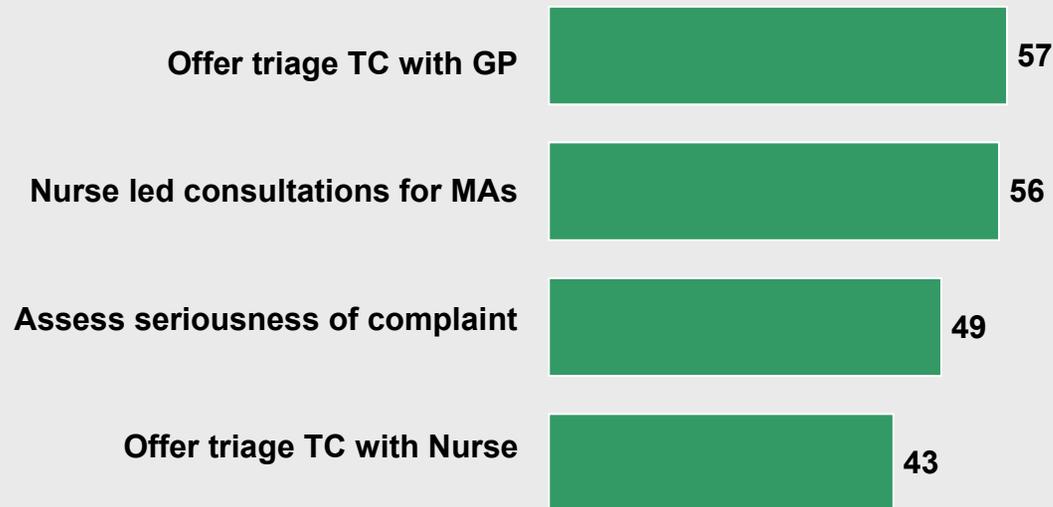
What are healthcare professionals' perceptions towards self-care and what are they doing to break this cycle?

Some initiatives but generally GPs/Nurses are too willing to prescribe and lack confidence in pharmacists

Majority of GPs/Nurses claim practices offer one or more minor ailment services but only shifts onus onto Nurse



Minor ailment services provided by GPs/Nurse practices:

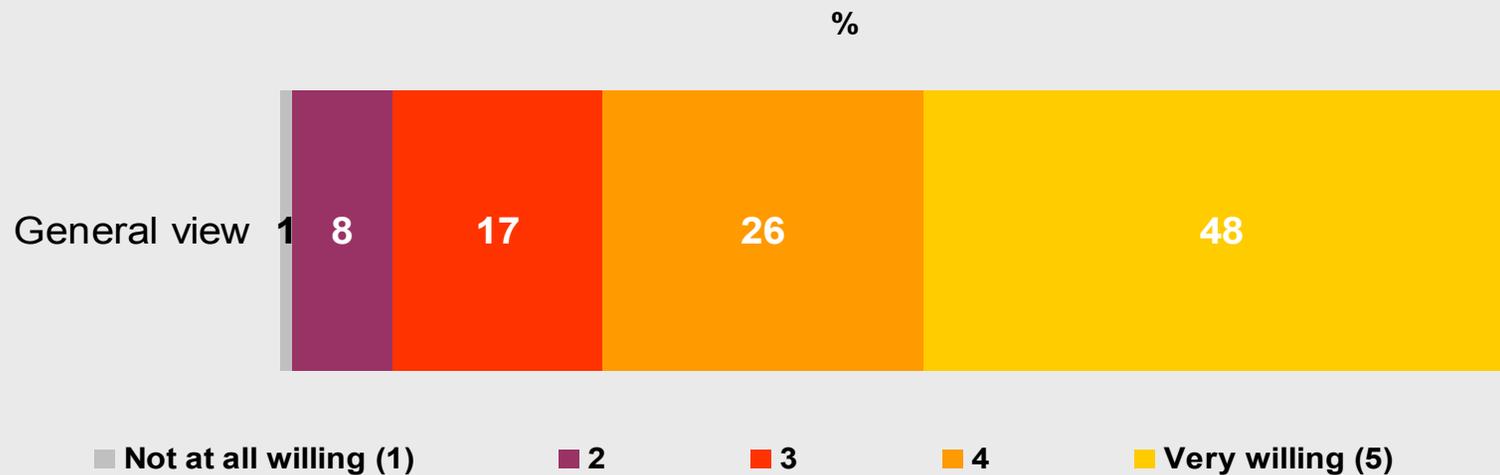


Number of services provided	% of GP/Nurse practices
0	16
1	19
2	27
3	21
4	18

Despite GPs/Nurses claiming to recommend self-care, consumers feel they are not challenging their prescription request



Patient perception on GP willingness to prescribe



The majority of patients claim that a self-care option was not discussed on this occasion or for the future



Patient recall of discussion about self-care

	On this occasion	In the future
Purchasing named brand	6%	14%
Purchasing non-branded	5%	13%
Ask pharmacist	14%	18%
Nothing	78%	67%

Pharmacists workload is taken up with dispensing prescriptions



Pharmacists' time needs to be freed up if they are to have the capacity to advise people with minor ailments



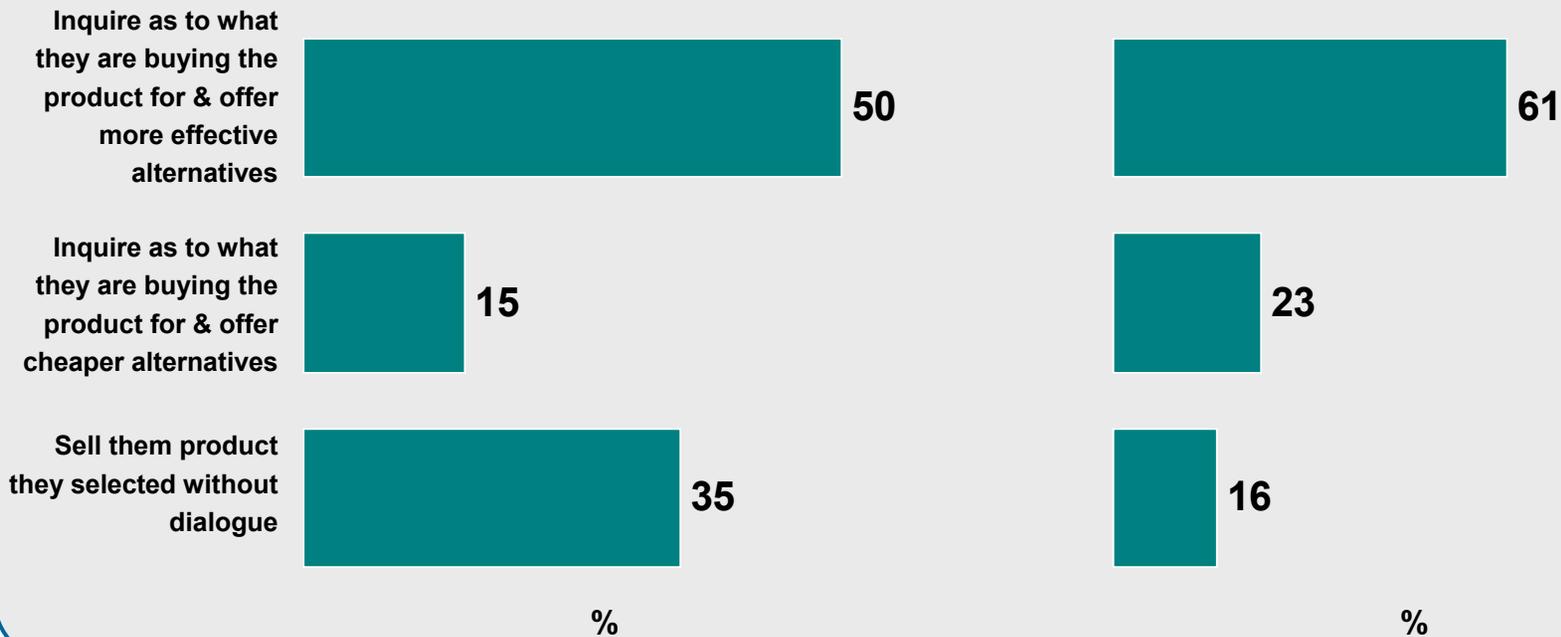
Even though consumers don't ask for advice, pharmacists claim to be proactive in building a relationship



What do pharmacists do when.....

**Customer self-selects
GSL product (%)**

**Customer requests brand
of OTC product (%)**



Q6. Sometimes customers self-select a product or request a specific brand of OTC product for a minor ailment without asking for any advice, in each of the following situation would you... (Base: all respondents)

Making the case for the self care of minor ailments

August 2009

