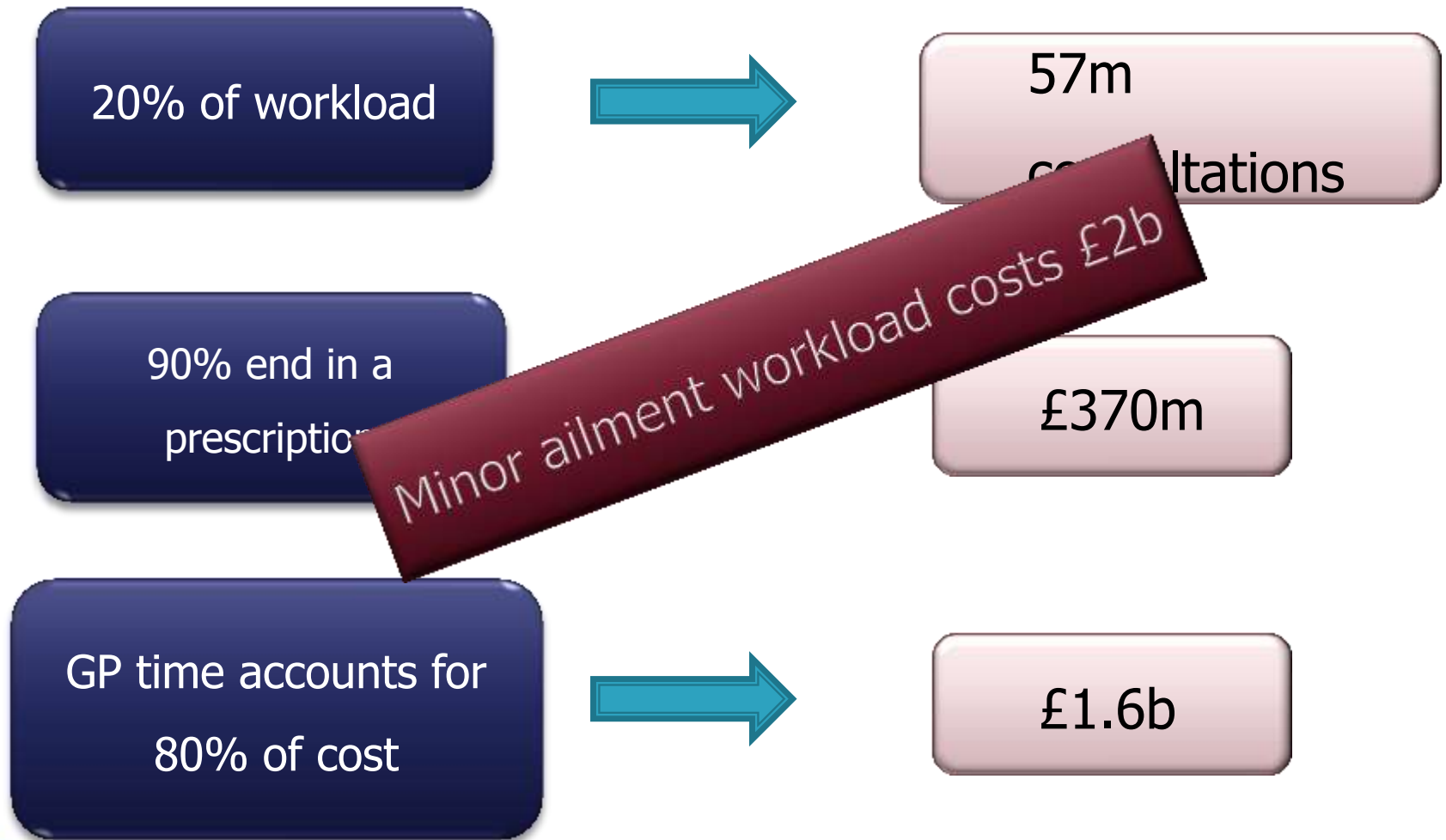


The challenge of minor ailments in general practice

Gopa Mitra, PAGB, Self Care Forum





MA	Total consultations (millions)
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Top ten accounts for 75%

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



Is it about health literacy?

Is it about lack of confidence?

Is it about reassurance that nothing serious is wrong?

Is it about knowing the difference between when to self care and when not to?



A cycle of habituation



Source: TNS Healthcare, A Kantar Health Company, Jan-June 2009, commissioned by PAGB JN194480

Qualitative: 3 consumer groups, 2 GP IDIs, 2 Nurse IDIs, 2 Pharmacist IDIs (all face-to-face)

Quantitative: 1317 consumers, 131 GPs, 130 Nurses, 159 Pharmacists (all on-line), 401 patients (Spotlight self-completion)



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	12	11	11	12	11	12	2
Sought advice from 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 prescribed (e.g. water pill)	15	14	11	20	16	14	19
Used over-the-counter medicine (e.g. paracetamol)	15	14	11	20	16	14	16
Did not use anything	15	14	11	20	16	14	16
Other	1	2	1	1	2	2	2

It's not about their background if people visit the GP/Nurse

It's more about seeking reassurance



How do we create a virtuous cycle?

- ▶ Symptoms have a normal duration
- ▶ Red flags are a sign for consultation



- ▶ Safe self care
- ▶ Early detection of disease



The self-care continuum

