

Inquiry into teenage pregnancy

Stuart Buchanan - Consilient Health

Women's Health – Oral Contraceptives and Teenage Pregnancy
Releasing efficiency savings

- to invest in Long Acting Reversible Contraception
- to increase access to all forms of contraception

Consilient Health has a range of oral contraceptive pills available in the UK which are alternative brands to more established products. Each product is between 22% and 50% less expensive (January 2013 NHS price excluding VAT) than the most commonly prescribed equivalent product. [1]

Based on ISD Prescription Cost Analysis data for 2011/12, if 100% of the relevant existing products were replaced by equivalent Consilient Health products, NHS Scotland would save 39% on the prescribing of these products which equates to approximately £1.4m per year on drug cost. [2]

Supporting patient choice

- to improve patient knowledge of their chosen contraception
- to aid adherence

The pill is very popular among all age groups, especially those under 35 years old – its popularity is largely due to its being under a woman's control, its ease of use and menstrual benefits. [3]

- *Consilient Health provides a range of support resources for healthcare professionals and patients including the use of innovative smart phone technology.*

In a statement on Contraception and Teenage Pregnancy the Department of Health states that the effectiveness of oral contraceptive pills depends on their correct and consistent use. [4]

- *Consilient Health provides a free smartphone App for patients which may aid adherence and so reduce unplanned pregnancy. Published research has now shown that the use of daily text reminders can improve medication adherence. [5] [6]*
- *The "My OC" App provides the patient with:*
 - *a daily timed reminder to take their pill*
 - *a daily count down to the day they restart taking their pill*
 - *a reminder they may need to get a repeat prescription*

Page 22 of the Faculty of Sexual and Reproductive Healthcare, Clinical Guidance on “Contraception Choices for Young People”, Appendix 6 highlights the failure rates of contraceptive methods in both typical use and perfect use. In perfect use the combined pill and progestogen-only pill have a failure rate of 0.3% per year, however in typical use the failure rate is 8%. [7]

- *The American College of Obstetricians and Gynaecologists study published in Jan 2012 showed that even after six months the compliance aided by text messaging is much improved. Once the texts stopped arriving the patient’s compliance dropped off. [5]*

A high percentage of women are currently using an oral contraceptive (OC) – 54% of 16 to 24 year olds, 41% of 25 to 29 year olds, 46% of 30 to 34 year olds, 27% of 35 to 39 year olds, 10% of 40 to 44 year olds and 13% of 45 to 49 year olds. [8]

- *These women will have access to a patient section on our website which answers Frequently Asked Questions so improving their knowledge of their chosen contraception.*
- *In 2011, NHS Borders agreed to recommend a range of cost saving combined oral contraceptives schemes. This range of oral contraceptives comes with an added value service for patients via community. The scheme has a free innovative app for women on this range of oral contraceptives which act as a useful daily reminder to aid compliance. Pharmacists can request information on this programme in the shape of a credit card from the producers of the scheme which they can offer to patients. [3]*

Summary

- Potential efficiency savings of £1.4 million
 - dis-invest from mores established brands
 - re-invest savings in developing Sexual Health services in Scotland
- Supporting patients with technology
 - to improve patient knowledge of their chosen contraception may aid adherence

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References

[1] Chemist & Druggist, January 2013

- [2] Data on file, Consilient Health, based on 2011/12 PCA data from ISD Scotland
- [3] The Pharmacist, Autumn/Winter 2012/13, Pharmacists and contraception, George Romanes, NHS Borders Pharmacy Champion
- [4] http://www.dh.gov.uk/en/publichealth/healthimprovement/sexualhealth/DH_085686
- [5] Am Col of Obst & Gyn, Jan 2012, Vol 119, No 1, Effect of daily text messages on oral contraceptive continuation
- [6] J Am Med Inform Assoc doi:10.1136/amiajnl-2011-000748, The effectiveness of interventions using electronic reminders to improve adherence to chronic medication: a systematic review of the literature
- [7] <http://www.fsrh.org/pdfs/ceuGuidanceYoungPeople2010.pdf>
- [8] Opinion Survey Report No. 41, Contraception and Sexual health, 2008/9