

# Short, targeted newsletters improve adherence to national treatment guidelines

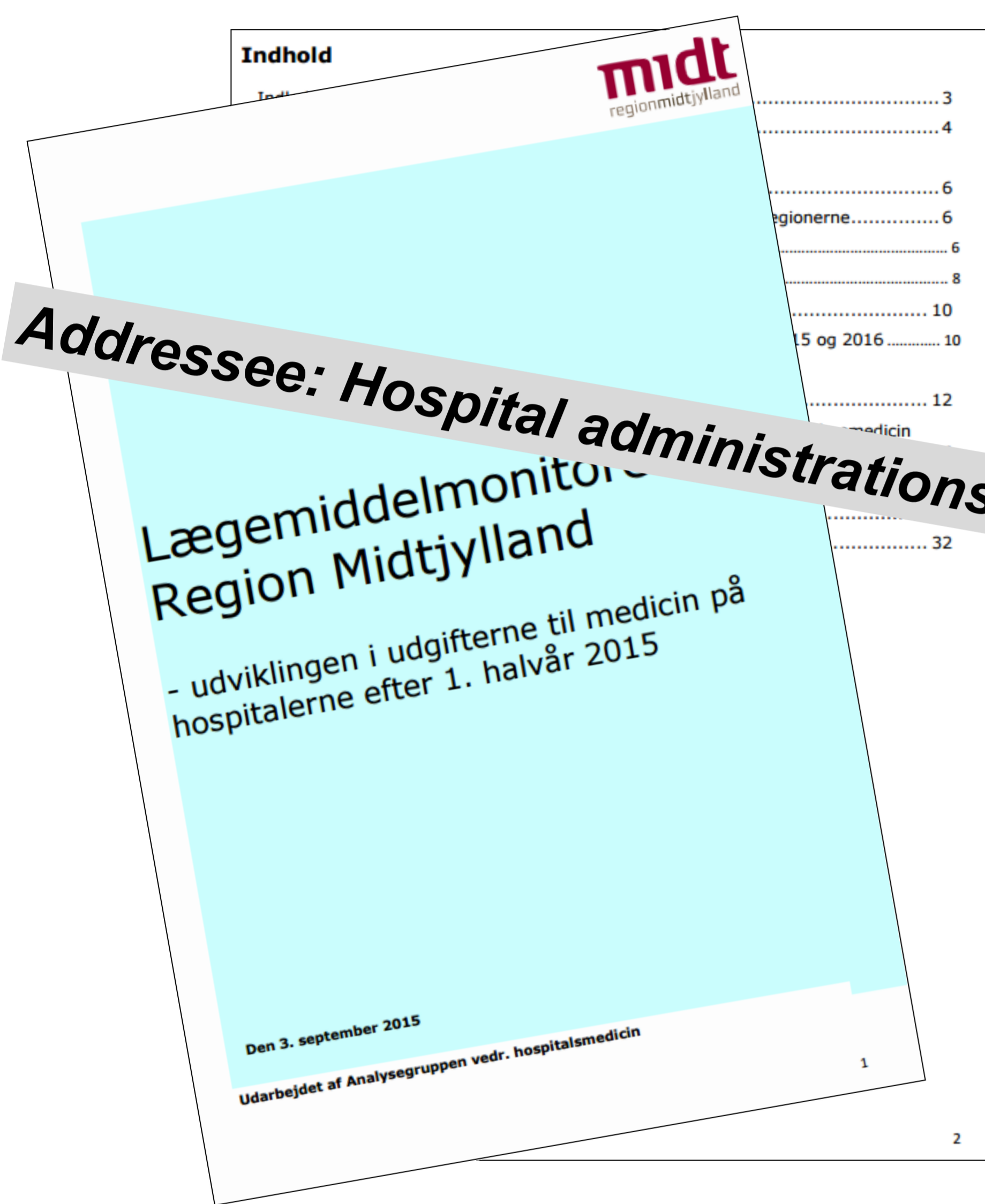
Ane H. Mortensen, Cand. Pharm.

Clinical Pharmacy, Viborg Regional Hospital, Denmark

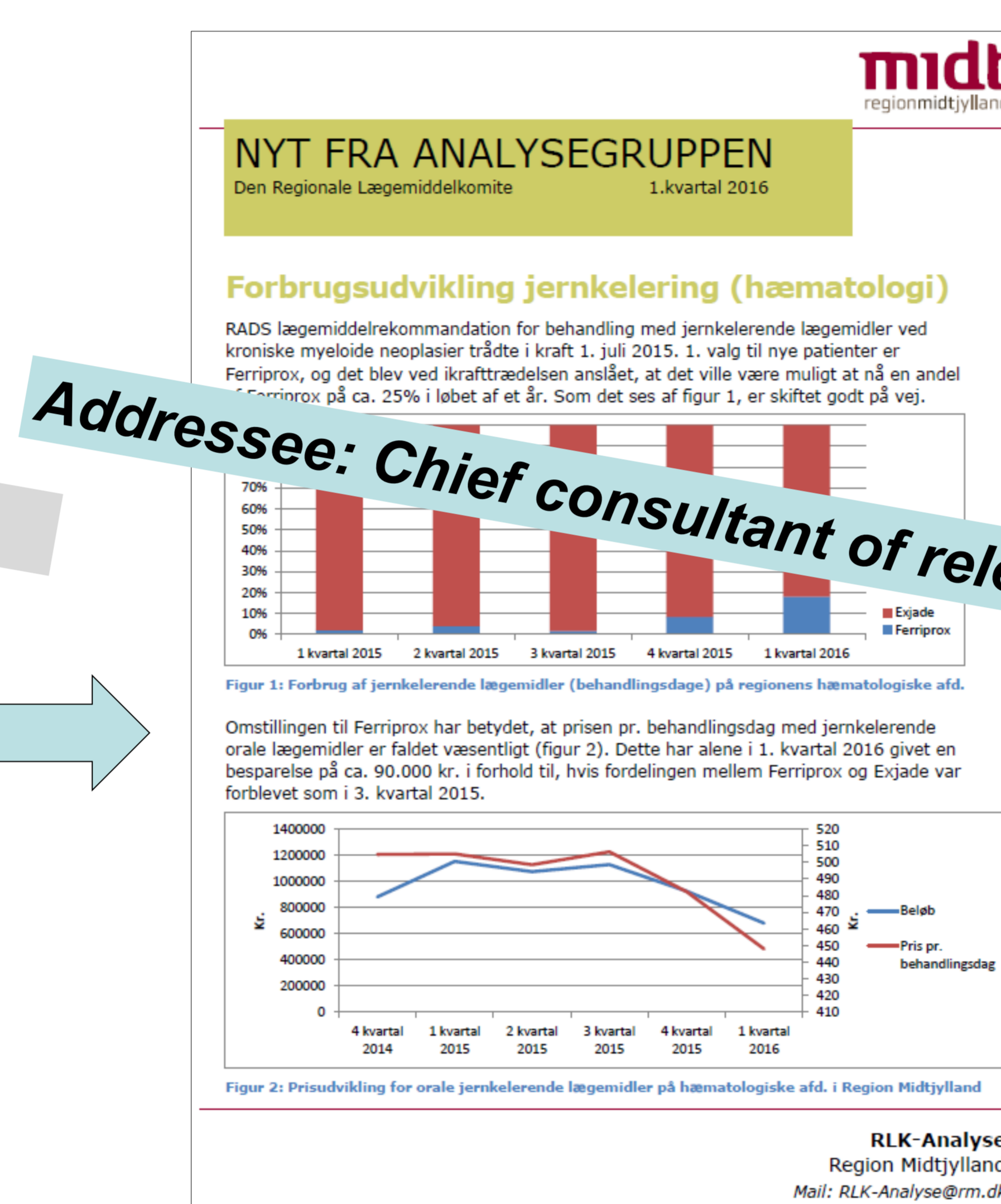
## What was done?

- Short newsletters showing the ward's degree of adherence to national treatment guidelines were emailed to the chief consultant of the specific ward

### Previously



### What was done?



## Why was it done?

- Previously, a quarterly report showing adherence to national treatment guidelines was issued to all hospital administration
- Administrations often failed to forward the report and even when it was done, consultants didn't read it
- Prescription patterns didn't change despite the report highlighting the wards that weren't complying with national treatment guidelines

## How was it done?

- A 6-person analytical team, which includes 3 hospital pharmacists, monitors adherence to national treatment guidelines
- The hospital pharmacists in the analytical team write and send the newsletters direct to the chief consultant

## What was achieved?

- It seems as if the introduction of more targeted information has led to more rapidly changing prescription patterns (figure 1)
- Example: oral iron chelating agents
  - National council for the use of expensive hospital medicines recommends change from deferasirox to deferipron from July 1<sup>st</sup> 2015
  - The total increase in the percentage of deferipron use on hospitals in our region was 351% after one year compared to an increase of between 0 and 19% in the other four national regions

## What is next?

Continued and increased use of targeted communication in the health care system is required to ensure that specific information reaches the relevant players

Figure 1: Oral iron chelating agents on haematology wards in Central Denmark Region (percentage of treatment days)

