

IQVIA: Driving Innovation in Care Delivery in the NHS

Case Study: Partnering with the NHS to identify high-risk patients and deliver timely, remote, pharmacist-led COPD reviews

Problem

A lack of regular Chronic Obstructive Pulmonary Disease (COPD) reviews can lead to a dependence on corticosteroids, antibiotics, and result in additional emergency admissions.¹

Despite this, in 2022, **31% (6,000)** of patients on the COPD register in Leicester, Leicestershire and Rutland (LLR) had not received a review in over 12 months due to the post-pandemic crisis in NHS primary care.

The goal was therefore to reduce the backlog of care delivery and provide efficient and equitable COPD reviews to patients most at risk of poor outcomes, thereby optimising care and reducing the risk of clinical complications or emergency admissions.

Solution

IQVIA delivered a Respiratory Optimisation Programme to assess and optimise care for patients with COPD in 7 weeks, including:

- **8,692** patients identified as most at risk of poor outcomes who might benefit from optimisation of COPD management
- **7,420** patients invited for clinic review
- **2,867** virtual COPD clinic appointments delivered across **71** practices by a team of IQVIA specialist Clinical Pharmacists, to overcome NHS backlog of care and optimise COPD management
- Provision of a post-service report detailing key outputs delivered by the service to support ongoing management

Results

Significant increases to key markers for optimal COPD care, benefiting the health and well-being of patients and reducing strain on the NHS:

- 96%** increase in patients who had a COPD review to assess and optimise their current level of management
- 171%** increase in patients who had their inhaler technique checked
- 212%** increase in patients with a COPD Assessment Test (CAT)
- 1,199** non-pharmacological interventions (e.g., referrals for smoking cessation)
- 40.3%** reduction in backlog of COPD care across 71 practices



Reduction in A&E attendance in the following 3-6 months

IQVIA: Bridging the gap between the NHS and life sciences industry

Uniquely positioned to provide the evidence, expertise and experience required to facilitate successful, compliant, collaboration at pace and scale:



Seamless integration within the NHS, co-producing a practical plan for change and providing opportunities for **knowledge-sharing** and **upskilling**



A skilled workforce able to **augment NHS capacity to deliver care**



Ability to develop **evidence-based risk stratification criteria** to identify patient cohorts for care optimisation

UNDERSTAND
THE ENVIRONMENT



QUANTIFY
THE OPPORTUNITY



TRANSFORM
THE PATHWAY



IMPLEMENT
THE CHANGE



SUPPORT
THE PATIENT



1. Reis AJ, Alves C, Furtado S, et al. COPD exacerbations: management and hospital discharge. Pulmonology. 2018;24(6):345-350. doi:10.1016/j.pulmoe.2018.06.006.