

PRESS RELEASE

Priority areas for Primary Care Organisations

Diabetes: the immediate priority

In a PAMMtrak study amongst PCO Pharmaceutical Advisors, diabetes has emerged as the 'immediate' priority at more PCOs than any other disease area. The study also found that the immediate service development needs for diabetes include:

- Implementation of local guidelines
- Introduction of local lifestyle plans to reduce diabetes
- Moving services from secondary to primary care
- More education and training
- Recruiting pharmacists to look at medicines management of long-term conditions

The study identifies PCO Pharmaceutical Advisors who want to partner with the healthcare industry to develop joint initiatives in major disease areas. Over 80% of respondents rated the top three disease areas in which they would most like to develop partnerships as:

- Diabetes
- COPD
- CHD

Other disease areas that are a high priority for partnering include Asthma, Hypertension, Mental Health, Smoking Cessation, and Stroke and TIA.

"Developing joint partnerships initiatives now will help PCOs during the challenges of the forthcoming restructuring, and will allow industry partners to gain a deeper understanding of PCO needs and consolidate their position as preferred partners," commented Ivor Eisenstadt of Medendium Group Publishing (MGP).

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The study is part of the PAMMtrak service (Pharmaceutical Advisor and Medicines Management tracker) that surveys over 200 Pharmaceutical Advisors twice yearly.

PAMMtrak is a service offered through MGP and Brainsell Ltd.

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