

MANAGING STABLE ANGINA

case study

Challenge

CHD is a major social and financial burden with nearly two million people in the UK living with angina. The objective of treatment is to reduce symptoms, and improve prognosis and patient's quality of life.

Many patients with stable angina could be managed more effectively in primary care. Evidence shows that symptomatic disease is not being optimally treated: one in two patients experience ≥ 1 angina attack/week; 60% of patients receive $< 50\%$ of the beta-blocker target dose.

As NICE guidance will not be published until July 2011, there is a clear clinical need for guidance around the management of angina symptoms in primary care.

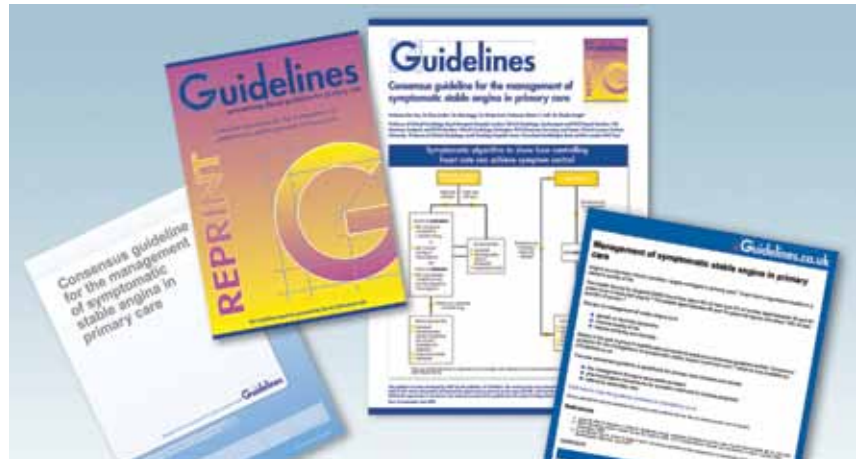
Solution

MGP Ltd set out a two-stage project plan to address the clinical gap. Stage one was to hold a multidisciplinary working party meeting, involving experts in the field, to develop a consensus guideline entitled: 'The management of symptomatic stable angina in primary care'. The guideline included a symptomatic algorithm to show how controlling heart rate can achieve symptom control.

Stage two involved disseminating the consensus guideline to primary care to improve outcomes for patients with stable angina.

Results

At launch, over 108,000 GPs and other clinical decision makers received details of



Guidelines to manage symptomatic stable angina were disseminated to primary care physicians.

the guideline via *Guidelines*, the eGuidelines.co.uk website, and bespoke emails.

An article focusing on practical implementation, written by a member of the guideline development group, was published in *Guidelines in Practice*. A number of GPs have commented on both the usefulness and relevance of the guideline content: 'A very informative, easy to read and useful article' (GP, Manchester); 'This guideline has helped me to... understand the importance of rate control' (GP Principal, Edinburgh).

Dissemination of the guideline to GPs was supported by Servier Laboratories Ltd through:

- a poster at the British Cardiovascular Society meeting (June 2010)
- distribution of guideline reprints.

In excess of 129,000 opportunities to see/read the consensus guideline have been generated over a six-month campaign.

Client verdict

The high demand for copies of the guideline clearly demonstrated the clinical need for support in the clinical management of stable angina. The guidelines have been utilised by physicians at every level of clinical management, as a clinical guide or for the purpose of education.

Particularly pleasing was the feedback from the authors: they were extremely motivated by the process and many of them reported promoting the guideline and using it as a basis for improving angina management locally.

Servier Laboratories Ltd sponsored medical publisher MGP to work with an independent panel of coronary heart disease (CHD) experts to aid patient management of stable angina in primary care. The project included the development of a consensus guideline for 'The management of symptomatic stable angina in primary care' and dissemination of this guideline to primary care via MGP publications, *Guidelines* and *Guidelines in Practice*, and on eGuidelines.co.uk. Promotion via print and bespoke emails delivered over 129,000 opportunities for HCPs to see the guideline over six months.



a quick look

Client: Servier Laboratories Ltd

Agency: MGP Ltd

Campaign: Managing stable angina

Timescale: Throughout 2010



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