

Case Study

Overview

The NHS spends over £8 billion on drugs prescribed by GPs every year.¹ That figure increases year on year and is up 60% in real terms compared to a decade ago.² However, the Department of Health has recognised that savings can be made without compromising patient care.²

Spotlight is a programme introduced by TEVA UK Limited to encourage appropriate branded prescribing of certain medicines in order to deliver significant savings to the NHS.

Challenge

The Spotlight programme consists of six products in a range of different therapy areas. The campaign we were asked to develop needed to promote the products to the target audience, GPs and PCT board members. It needed to highlight an explanation of what Spotlight is and the NHS savings that can be accumulated across the six drugs.

Solution

To meet the objective the UBM Medica team created a [bespoke online calculator](#) which shows a true picture of Surgery/ PCT savings when prescribing levels are input by individuals. It also explains the Spotlight brands and their relative bioavailability in great detail to further justify the decision to switch products.

To drive traffic to the site the whole portfolio was utilised. The promotional material has incorporated a series of advertisements across the primary care websites, with text links and sponsored information slots in the weekly and daily email newsletters. A Quick Guide inserted into an issue of Pulse and distributed to GPs, has helped to drive traffic to the site early in the campaign, showing the strength of the printed word in driving online traffic. As you can see from the results below, the campaign continued to be a success three months after its launch date in late September 2009.


Client Testimonial

I couldn't be happier with the Spotlight tool. CMPMedica have produced something that is truly ground breaking, with simplicity at its heart

James Dale, Group Brands Manager, TEVA UK Limited

References


1. Prescription Costs Analysis Data 2008. Health and Social Care Information Centre 2009
2. National Audit Office. Prescribing Costs in Primary Care. 2009








Keeping a check on your prescription costs as well as your patients

[Home](#) [What is 'Spotlight'?](#) [Examples of bioavailability/comparison profiles](#) [Price promise](#) [Savings calculator](#)

Follow these simple steps to find out how much you could save annually







 An introduction detailing how to use the savings calculator is available here

Drug name	Strength	Pack size	Prescriptions	Saving	Add option
Tramadol Hydrochloride Prolonged Release Tablets/Capsules				£ saving when prescribing	
Drug name <input type="text"/>	Strength <input type="text"/>	Pack size <input type="text"/>	Monthly prescriptions <input type="text" value="1"/>		<input type="checkbox"/>
Fentanyl Transdermal Patches				£ saving when prescribing	
Drug name <input type="text"/>	Strength <input type="text"/>	Pack size <input type="text"/>	Monthly prescriptions <input type="text" value="1"/>		<input type="checkbox"/>
Mesalazine MR Tablets				£ saving when prescribing	
Drug name <input type="text"/>	Strength <input type="text"/>	Pack size <input type="text"/>	Monthly prescriptions <input type="text" value="1"/>		<input type="checkbox"/>
Isosorbide Mononitrate XL Tablets/Capsules				£ saving when prescribing	
Drug name <input type="text"/>	Strength <input type="text"/>	Pack size <input type="text"/>	Monthly prescriptions <input type="text" value="1"/>		<input type="checkbox"/>
Fluticasone Aqueous Nasal Spray				£ saving when prescribing	
Drug name <input type="text"/>	Strength <input type="text"/>	Pack size <input type="text"/>	Monthly prescriptions <input type="text" value="1"/>		<input type="checkbox"/>
Compound Alginate Oral Suspension or Sodium Alginate and Potassium Bicarbonate Suspension*				£ saving when prescribing	
Drug name <input type="text"/>		Pack size <input type="text"/>	Monthly prescriptions <input type="text" value="1"/>		<input type="checkbox"/>

* Please note that Gaviscon Advance is equal to twice the strength of Peptac, therefore savings are calculated against twice the amount of Peptac.

Total saving (per annum):
£0.00

The 'Spotlight' brands - click on respective logo to view prescribing information

[Prescribing Information](#) [Adverse event reporting](#) [References](#) [Privacy Policy](#) [Terms & Conditions](#) [Contact us](#)

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