
307. Challenges of maintaining ten years of engagement in general practice - case study on proton pump inhibitors

Fung N, Azam R, Shorten R

National Prescribing Service Limited

The National Prescribing Service (NPS) affects behavioural change in prescribing through the use of multifaceted intervention programs, delivered by its representatives who appreciate the business of general practice and the culture in which they operate. Interventions are coordinated so that GPs are not overwhelmed by simultaneous requests for change.

Method:

Using proton pump inhibitors (PPI) as a case study we evaluated the effectiveness of these interventions. We compared the breadth of reach over the past ten years by GP participation. The depth of the reach was measured by GP evaluation questionnaires and by the change in prescribing pattern on PPI from case studies, prescribing feedback data and self reported clinical audits.

Results:

The first PPI publication in 1998 reached 40,000 health professionals, in 2009 it reached 52,912 . Overall 70% of GPs rated the quality of the practice visits to be of high or very high quality. 72% of GPs rated the learning objectives as being met by the program and 80% rated their expectations met. Following one of our key messages to step down to the lowest effective dose of PPI, the prescribing rate of high dose PPI has dropped from 77% in 2004 to 73% 2009.

Conclusion:

The suite of interventions provided by NPS has been rated by GPs as high quality. And there has been increasing GP participation over the past 10 years. The acceptance of key messages has been evident by the change of prescribing practice towards the judicious use of PPI. This can be the result of the consistent messages delivered over many years by different medium, reflective of the changes in technology and GP preference.
