

The Pharma Challenge

Project

Optimising the use of medicines

Outline

The pharmaceutical industry has an important role to play in the Cancer Vanguard's work to deliver improvements in the use of cancer medicines. We challenged the industry to submit proposals that aimed to do this. The challenge to industry – the Pharma Challenge – was issued with the support of the Association of British Pharmaceutical Industries (ABPI) and the Ethical Medicines Industry Group (EMIG).

The response was extremely impressive: 22 companies submitted a total of 39 proposals, all outlining innovative ways to improve medicines use. The proposals were scrutinised by a judging panel which chose to take forward the following:

- A project by **Amgen** to map out and measure the most efficient out-of-hospital administration of denosumab, a therapy used in patients with advanced breast cancer. The project features an options appraisal document and user guide toolkit for trusts and CCGs to adopt the model. A second Amgen project is exploring how best to deliver intravenous chemotherapy either in a community setting or in the patient's home.
- A project developed by **Celgene** to explore how systematic anti-cancer therapy (or SACT) data can be used to more closely monitor the use of particular medicines and how this information can be fed back to clinical teams in a more user-friendly format.
- The use of a number of data sources to build a highly detailed picture of patients undergoing treatment for metastatic colorectal cancer. The project, by **Quintiles/IMS**, identifies variations in practice which can be used to support the development of clinical pathways.
- An education and engagement programme from **Sandoz** to improve clinical teams' understanding of biosimilar medicines, the use of which is growing in the health service. The programme includes a process timeline for adoption with accompanying guidance, templates and other resources to support the NHS in the uptake of biosimilar medicines. For details visit <http://cancervanguard.nhs.uk/biosimilars-getting-it-right-first-time/>
- A **Bristol-Myers Squibb** project to improve safety with a system that quickly identifies and treats immune-related adverse side-effects among immuno-oncology patients.

More information about all of these projects is available on the Cancer Vanguard website:

<http://cancervanguard.nhs.uk/pharma-challenge/>

Contact

For more information about the Pharma Challenge, please contact cancervanguard.gm@nhs.net