

Prioritisation of spend on medicines



Great Yarmouth and Waveney,
North Norfolk, South Norfolk,
West Norfolk and Norwich

Clinical Commissioning Groups

£162 million spent on prescribing in Norfolk and Waveney

Lowest priority

Highest priority

Medicines prescribed, dispensed and **never taken**



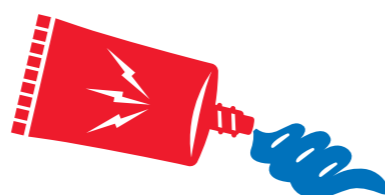
Around **£10-12m**

Medicines prescribed, dispensed and **not needed**



- antibiotics
- drugs of low clinical value (e.g. lutein, glucosamine & eflornithine)

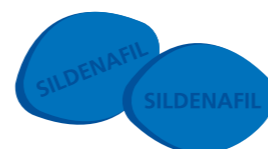
Medicines prescribed and dispensed but available **over the counter**



- including items such as:
- paracetamol
 - emollients
 - antihistamines

£5.7m

Lifestyle medicines



- erectile dysfunction
- smoking cessation
- obesity

Supportive products (non-life-threatening)



- camouflage creams
- hyperhidrosis
- hirsutism
- underwear (Crohn's)

Long term conditions – **acute and prevention**



- diabetes
- heart disease
- COPD
- antibiotics
- analgesics

Life-saving medicines



- cancer
- genetic disorders

Help save the NHS precious £££s, please don't ask your GP for medicines which can be bought over the counter. #selfcare #askyourpharmacist

