



Grŵp Strategaeth Meddyginiaethau Cymru Gyfan  
All Wales Medicines Strategy Group

# Strategy for Wales: 2024–2029

*Improving the health and well-being of people in Wales by enabling patients to get the best outcomes from their medicines*



*This document is available in Welsh  
Mae'r ddogfen hon ar gael yn Gymraeg*



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## Foreword

It is with great pleasure that I introduce the AWMSG Strategy for the next five years. The NHS in Wales is facing unprecedented pressures – clinical, financial, and societal. The pressure for the delivery of the right medicines to the right people as soon as possible has never been greater. Although often transformational, the advent of precision medicines has posed challenges greater than just the delivery of the medicine. Accurate horizon scanning is essential for the delivery and financial planning of new medicines. There are significant uncertainties over the future funding models for high-cost medicines, a likely need for new paradigms for funding medicines and global concerns over the medicines supply chain. AWMSG must ensure their strategic priorities address these challenges and support the NHS to meet the needs of the people in Wales.

It is therefore both timely and important that the AWMSG has launched its Strategy for the next 5 years. It's role in advising Welsh Government on the best use of medicines has never been more important if Wales is to optimise the value it achieves from its investment in medicines.

Central to this is AWMSG's aim to put the needs of the people of Wales at the heart of its mission, with the voices of patients and the public feeding into all of the workstreams and decision-making. The eight goals are ambitious and aspirational, but I believe that by engaging with key stakeholders and working closely with national organisations we will achieve our ambitions. I hope that stakeholders will be supportive of AWMSG's vision to improve the health and well-being of people in Wales by enabling patients to get the best outcomes from their medicines.

I would like to acknowledge and thank the significant contribution many people have made to this document. It has been an iterative process to reach this final document, and the AWMSG members gave crucial advice, particularly on the engagement of the patient voice. Thanks also to external stakeholders including the ABPI who gave useful and constructive feedback. And finally, to the staff of AWTTTC for their enthusiasm in coordinating the differing components and contributors.



**Professor Iolo Doull**  
AWMSG Chair



# Introduction

## Background to the All Wales Medicines Strategy Group

The All Wales Medicines Strategy Group (AWMSG) was established in 2002 to advise Welsh Government on the use, management and prescribing of medicines in Wales. The work of AWMSG falls into four broad areas:



helping people get the best outcomes from medicines



[enabling access](#) to the right medicines at the right time



minimising medicines-related harm and improving medication safety



optimising the value that NHS Wales achieves from its investment in medicines.

More specifically, AWMSG is tasked with:

- forecasting developments in the use of medicines and their impact on NHS Wales
- advising on the availability of relevant new medicines/formulations and existing medicines with new indications, and the likely expenditure implications of making these medicines routinely available in NHS Wales
- monitoring trends in prescribing practice and advising NHS Wales of measures that might be introduced to secure improvements in the quality, safety and efficiency of delivered care.

There is broad geographical representation from across Wales on the Group, and membership includes doctors, nurses, pharmacists, lay members, health economists, a finance director and pharmaceutical industry representative who combine their expertise and knowledge to make decisions on the best use of medicines in NHS Wales.

## AWMSG's sub-groups and the All Wales Therapeutics and Toxicology Centre

Three advisory subgroups report to AWMSG and provide expert advice: the New Medicines Group (NMG), the All Wales Prescribing and Advisory Group (AWPAG) and the One Wales Medicines Assessment Group (OWMAG). Decision-making takes account of the best available evidence, and recommendations, resources, and reports are presented to AWMSG for consideration and endorsement.

The AWMSG Steering Committee plans and prioritises the committee's work programme with input from key stakeholders.

You can find out more about the sub-committees of AWMSG on the [All Wales Therapeutics and Toxicology Centre \(AWTTC\) website](#). AWTTC coordinates the work programme of AWMSG; providing clinical, scientific and administrative support to AWMSG and its subgroups.

## Our previous Strategy: 2018–2023

You can read and download AWMSG’s previous strategies on the [AWTTC website](#). The AWMSG Five Year Strategy 2018–2023 defined AWMSG’s goals for the preceding five years and provided a framework for AWMSG to achieve its goals.

The announcement of a global COVID-19 pandemic by the World Health Organisation on 11th March 2020 meant that AWTTC resources had to be redeployed to support NHS Wales through this critical period and work needed to be reprioritised. This meant a shift of focus and a move to increased collaboration with our partners, with AWMSG and AWTTC quickly adapting and responding to internal and external demands. Despite the challenges of the pandemic, AWMSG was able to deliver the vast majority of its goals by working within the [principles of prudent healthcare](#).

For a more detailed breakdown of what has been delivered each year in line with the recommendations of the 2018–2023 Strategy please read AWMSG’s Annual Reports available on the [AWTTC website](#).

## The next five years: 2024–2029

Looking forward, NHS Wales needs to preserve, strengthen and improve services despite increasing financial pressures; this work to adapt to existing pressures also needs to prepare for the challenges facing NHS Wales in the future. A report published by the Welsh Government Science Evidence Advice Division in September 2023, entitled ‘[NHS in 10+ years: An examination of the projected impact of Long-Term Conditions and Risk Factors in Wales](#)’, clearly illustrates the range of challenges on the horizon predominantly driven by an ageing population and an increasing proportion of individuals living with long-term conditions.

AWMSG will help NHS Wales fully utilise advances in technology and availability of data to drive change and innovation; enabling care to be delivered closer to home and reducing the time patients spend in hospital. AWMSG will also adapt to the changing medicine landscape by evolving their assessment processes to ensure advice is available to enable timely access to clinically needed medicines. As the number of advanced therapies and precision medicines receiving UK regulatory approval increases, AWMSG must ensure All-Wales horizon scanning processes assist health boards and trusts by providing early intelligence to support implementation of AWMSG and National Institute for Health and Care Excellence (NICE) guidance, including the identification of any additional services that may be required.

Science, research and data innovations will continue to support AWMSG in their robust, evidence-based decision making. Increased availability of real-world data will enhance the evaluation of medicines and healthcare in Wales and provide a more informative picture on the impact of medicines on patient outcomes. Research will ensure AWMSG stay at the forefront of medical advancements and approaches to healthcare, ensuring patients receive the best possible care. Research will be central to delivering many of the objectives and AWMSG encourages key partners to undertake research to support their work wherever possible.

A 'people-centred' approach to healthcare is central to all of the goals and objectives set out within this Strategy and the collaborative process of shared decision making will be key to ensuring AWMSG are successful in delivering their ambitions. Any developments that may be driven by this Strategy must ensure patients and the public are involved in decision-making around their care, that they are supported to proactively manage their own health and, more specifically, that they are able to achieve the best outcomes from their own medicines. In the interest of our future generations, we must fully commit to minimising the negative environmental impact associated with medicines use, reducing inequalities in health that result from socio-economic disadvantages and promote preventative healthcare measures (e.g. health education and lifestyle interventions) at every opportunity.

As already mentioned, NHS Wales finds itself under unprecedented financial pressures. For this reason, optimising the value that NHS Wales achieves from its medicines is a central ambition of this Strategy. AWMSG, working with its partner organisations, has an opportunity to realise significant potential efficiencies across NHS Wales.

In November 2023, the [Voluntary Scheme for Branded Medicines Pricing, Access and Growth \(VPAG\)](#) was agreed by the UK government, NHS England, and the Association of the British Pharmaceutical Industry (ABPI) and will run for five years from 1 January 2024 until 31 December 2028. The aim of the scheme is to enable patients to access the latest treatments more consistently, and boost the UK's position as a global power in advanced healthcare, technology, and clinical research. As part of these negotiations, a significant life sciences investment by industry will be made available to NICE, Scottish Medicines Consortium (SMC), AWTTTC and the Northern Ireland Department of Health over the five years to support development and testing of innovative approaches to health technology assessment (HTA). The aim of this initiative is to improve pre- and post-assessment processes related specifically to access and uptake of new medicines. This investment is very much welcomed by AWMSG and will be used to support several of the key goals presented in this Strategy.

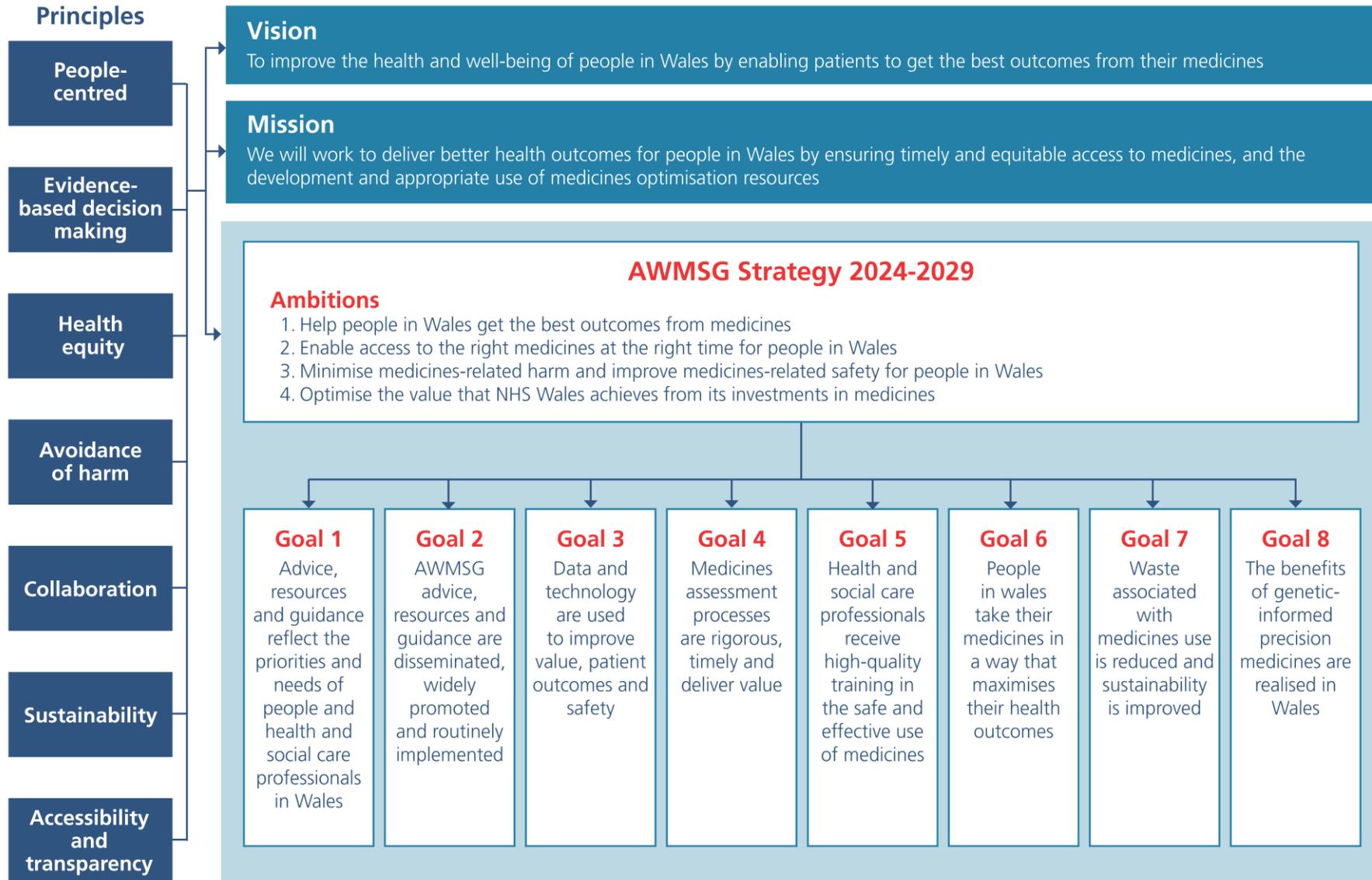
AWMSG will play a part in ensuring all people in Wales can receive health services that meet their needs by defining a strategy which aligns to the priorities of both NHS Wales and Welsh Government. AWMSG will collaborate with key partner organisations across NHS Wales so that together we can work towards meeting our four ambitions: improving outcomes for patients; ensuring the right medicines are available at the right time; minimising medicines-related harm and improving safety; and optimising the value the NHS achieves from its investments in medicines.

## The strategic landscape

The following is a list of notable strategies, policies or principles from across the healthcare landscape in the UK, which have been considered when developing this latest AWMSG Strategy:

- [Prudent healthcare principles \(Bevan Commission\)](#)
- [A healthier Wales: long term plan for health and social care \(Welsh Government\)](#)
- [NHS Wales decarbonisation strategic delivery plan \(Welsh Government\)](#)
- [Well-being of Future Generations \(Wales\) Act 2015 \(The Future Generations Commissioner for Wales\)](#)
- [National clinical framework: a learning health and care system \(Welsh Government\)](#)
- [The NHS duty of candour \(UK Government\)](#)
- [The duty of quality in healthcare \(Welsh Government\)](#)
- [2024 Voluntary Scheme for Branded Medicines Pricing, Access and Growth \(Department of Health and Social Care and Association of the British Pharmaceutical Industry\)](#)
- [Equality Act 2010 and Wales Act 2017 \(UK Government\)](#)
  - Sets out the duty of public bodies to give due regard to the need to reduce the inequalities of outcomes that result from socio-economic disadvantage
- [Parliamentary Review of Health and Social Care in Wales: Final Report \(Welsh Government\)](#)
- [NICE strategy 2021 to 2026 \(National Institute for Health and Care Excellence\)](#)

# Our Strategy at a glance



## Our vision *An ideal of what AWMSG aims to achieve*

To improve the health and well-being of people in Wales by enabling patients to get the best outcomes from their medicines.

## Our mission *AWMSG's reason for existing and its current purpose*

We will work to deliver better health outcomes for people in Wales by ensuring timely and equitable access to medicines, and the development and appropriate use of medicines optimisation resources.

## Our principles

There are several core principles that underpin all the work undertaken and considered by AWMSG. These principles are closely aligned with the [four Prudent Healthcare Principles](#) of the Bevan Commission and form the foundation of the ambitions, goals and objectives set out in this Strategy.

<p><b>People-centred</b></p> 	<p>Put the needs of the people of Wales at the heart of our mission, with the voices of patients and the public feeding into all of our work and decision-making.</p>
<p><b>Evidence-based decision making</b></p> 	<p>Make decisions based on scientifically rigorous and relevant evidence. Monitor the impact of medicines and use data and analytics to ensure positive change is achieved.</p>
<p><b>Health equity</b></p> 	<p>Promote health equity, reduce unwarranted variation and ensure the diversity of the population in Wales is considered.</p>
<p><b>Avoidance of harm</b></p> 	<p>Encourage the appropriate and safe use of medicines.</p>
<p><b>Collaboration</b></p> 	<p>Engage and collaborate with strategic partners at a local, national and international levels. Work in partnership with patients and the public, health and social care professionals, and the pharmaceutical industry.</p>
<p><b>Sustainability</b></p> 	<p>Consider the effects of our work on current and future generations by avoiding waste and reducing the environmental impact associated with the use of medicines.</p>
<p><b>Accessibility and transparency</b></p> 	<p>Maximise the benefits of technology and regularly review processes to ensure that our work is clearly communicated and accessible to all.</p>

## Our ambitions

The developments set out in this Strategy contribute to four key ambitions that capture AWMSG's priorities for 2024–2029.

The four key ambitions that will achieve a healthier Wales are:



1. **Help people in Wales get the best **outcomes** from medicines**

Everyone should be given the best opportunity to realise the intended benefits of the medicines they are prescribed, and both the patient themselves and their prescriber should be supported in making that a reality. Where appropriate, this should include deprescribing of medication when risk outweighs the benefit.



2. **Enable access to the right medicines at the right time for people in Wales**

Medicines which are clinically and cost-effective are required to be made available as an option to every person who requires treatment. Decisions on the availability of medicines should be made on a 'once for Wales' basis wherever appropriate to avoid duplication of effort across the service.



3. **Minimise medicines-related harm and improve medicines-related **safety** for people in Wales**

Reduction of avoidable medicines-related harm aims to minimise the risk associated with prescribing, supplying, monitoring and taking medication. Where an adverse event does occur, robust systems should be in place for reporting.



4. **Optimise the **value** that NHS Wales achieves from its investments in medicines**

Given the limited resources of NHS Wales, all decisions, advice and guidance that AWMSG publishes should have value considerations at their core. Welsh Government's '[A Healthier Wales](#)' defines higher value as 'achieving better outcomes and a better experience for people at reduced cost.'

## Goals



Goal 1 – Advice, resources and guidance reflect the priorities and needs of people and health and social care professionals in Wales

Partners who will help us achieve this goal include:

- All Wales Therapeutics and Toxicology Centre (AWTTC)
- Health boards and trusts
- Health Education and Improvement Wales (HEIW)
- Medicines Value Unit (MVU)
- National clinical networks (NHS Executive)
- NHS Wales Joint Commissioning Committee (JCC)
- NHS Wales Shared Services Partnership (NWSSP)
- Patient and public groups (e.g. AWTTC Patient and Public Interest Group, Llais)
- Pharmaceutical industry
- Primary care contractors
- Public Health Wales (PHW)
- Welsh Government
- Welsh Medicines Advice Service (WMAS).

AWMSG will continue to provide advice and guidance where it is most needed, and support the NHS as it adapts to the changing needs of patients, the public, budgets, and the NHS workforce. By developing the methods for identifying priorities for NHS Wales and prioritising work that AWMSG and its supporting organisations undertake, the intention is to direct finite resources to those areas where AWMSG advice and guidance can have the biggest impact. At the heart of these improvements will be strengthened two-way communication with all stakeholders.

The determining of priorities for AWMSG going forward will involve significant collaboration with the National Clinical Networks that are being formed as part of the NHS Wales Executive's National Clinical Framework Implementation Programme. It is important that AWMSG is recognised as a valuable partner that can contribute to addressing some of the issues identified by these networks.

### Objectives

To deliver this goal, AWMSG will work with its partners to:

- ✓ enable and encourage patients and patient organisations, health and social care professionals and the pharmaceutical industry to easily engage in all areas of AWMSG's work
- ✓ develop improved All-Wales medicines horizon scanning processes to support prioritisation of the AWMSG work plan and to best meet the needs of the NHS in Wales

- ✓ develop improved, transparent processes for how AWMSG prioritises the advice and resources it considers as part of its ongoing work programme
- ✓ utilise available real-world data, to support AWMSG decision making and prioritisation of work
- ✓ support work that meets the needs of the Well-being of Future Generations Act and the NHS Wales Decarbonisation Delivery Plan
- ✓ produce advice and resources that will focus on identified priority areas
- ✓ where appropriate, raise awareness of non-pharmacological interventions by their inclusion in AWMSG advice, resources and guidance.

#### Indicators of success will include:

- ✓ increase in patients and the public, health care professional and pharmaceutical industry engagement with the work of AWMSG
- ✓ implementation of a revised All-Wales medicines horizon scanning process
- ✓ publication of AWMSG-endorsed resources to support identified priority areas followed by measurable change in prescribing practice and patient outcomes
- ✓ increased positive feedback received following publication of AWMSG advice and resources.



## Goal 2 – AWMSG advice, resources and guidance are disseminated, widely promoted and routinely implemented

#### Partners who will help us achieve this goal include:

- All Wales Therapeutics and Toxicology Centre (AWTTC)
- Health boards and trusts
- Medicines Value Unit (MVU)
- National clinical networks (NHS Executive)
- NHS Wales Shared Services Partnership (NWSSP)
- Primary care contractors
- Welsh Medicines Advice Service (WMAS)
- Welsh Value in Health Centre.

To ensure AWMSG advice, resources and guidance are providing the most benefit to patients and health and social care professionals it is essential that we disseminate them appropriately. AWMSG also wants to better support implementation following dissemination; AWMSG acknowledges the need to work with all health boards and trusts in Wales to determine what it can provide to mitigate existing barriers to putting advice and guidance into practice and provide a suitable model for how they expect their resources to be used.

This will involve timely and effective collaboration with key stakeholders and close engagement with all health boards and trusts to ensure health and social care systems are

aware of what is on the horizon. Through appropriate communication AWMSG can raise the profile and awareness of key work and ensure health boards and trusts champion developments which are anticipated to offer the most value. Robust decision-making and effective dissemination and implementation at an All-Wales level will avoid duplication of effort across Wales and will ensure patients have timely access to clinically effective and cost-effective medicines and improve health outcomes for people in Wales.

## Objectives

To deliver this goal, AWMSG will work with its partners to:

- ✓ improve and broaden the methods used to disseminate the outputs of AWMSG
- ✓ use available data to assess uptake and impact of AWMSG advice, resources and guidance, and use that information to drive improvements
- ✓ work with its stakeholders to determine how it can best support implementation of AWMSG advice, guidance and resources
- ✓ pilot the development of new tools that can support implementation of medicines optimisation resources following their publication
- ✓ ensure that AWMSG advice, resources and guidance are provided in a format that is accessible to everyone that needs them.

Indicators of success will include:

- ✓ increase in engagement with AWMSG outputs, as measured through AWTTTC website traffic
- ✓ pilot and dissemination of supporting resources created with the aim of supporting implementation of AWMSG outputs
- ✓ pilot and implement new ways of presenting AWMSG resources on the AWTTTC website, with improved options for accessibility.



## Goal 3 – Data and technology are used to improve value, patient outcomes and safety

Partners who will help us achieve this goal include:

- All Wales Therapeutics and Toxicology Centre (AWTTC)
- Digital Health and Care Wales (DHCW)
- Medicines Value Unit (MVU)
- NHS Wales Shared Services Partnership (NWSSP)
- Public Health Wales (PHW)
- Yellow Card Centre (YCC) Wales
- Welsh Value in Health Centre.

Advances in technology have revolutionised the way we can collect, process and analyse data. The NHS in Wales must capitalise on these advances and make sure we are able to capture and analyse valuable data on the prescribing, use and outcomes of medicines in a

secure and responsible way, with the intention of then using that data to strengthen decision making and improving value across the service.

Most of the work that will take NHS Wales on this journey is being coordinated by Digital Health and Care Wales (DHCW) through its [Digital Medicines Transformation Portfolio](#) and projects such as the [National Data Resource](#). AWMSG and DHCW will need to work together to ensure that the systems that are delivered fulfil the needs of the service but also that the data that can be captured by the systems is fit-for-purpose. AWMSG and DHCW should ensure that data collection is open and transparent and that the data itself is easily accessible to all who need it.

AWMSG-endorsed National Prescribing Indicators should continue being innovative in the prescribing changes they are intending to drive and the data they can utilise to measure performance. Systems for the reporting of adverse drug reactions should continue to be improved, and promoted to service users and health and social care professionals.

## Objectives

To deliver this goal, AWMSG will work with its partners to:

- ✓ support the development and implementation of systems forming the Digital Medicines Transformation Portfolio led by DHCW
- ✓ ensure that the new fully digital prescribing approach allows for the secure collection of appropriate data, that can then be used to inform and validate past and future decision making
- ✓ continue to develop National Prescribing Indicators using the latest and most informative data sources available, to drive positive change in prescribing practice and patient outcomes
- ✓ use available prescribing data to identify areas where work can be undertaken to improve safety, efficiency and patient outcomes
- ✓ identify areas where unwarranted variation in prescribing is correlated to drivers of health inequalities such as socioeconomic deprivation and develop advice and resources to address that variation
- ✓ continue to develop and promote medicines safety systems and technology (e.g. Yellow Card reporting platforms).

Indicators of success will include:

- ✓ implementation within NHS Wales of the four areas of work forming the Digital Medicines Transformation Portfolio (primary care electronic prescription service, secondary care electronic prescribing and medicines administration, shared medicines record, and patient access)
- ✓ improved access and use of more informative prescribing data
- ✓ reduction in inappropriate variation in prescribing
- ✓ increased use of medicines safety systems (e.g. Yellow Card reporting platforms).



## Goal 4 – Medicines assessment processes are rigorous, timely and deliver value

Partners who will help us achieve this goal include:

- All Wales Therapeutics and Toxicology Centre (AWTTC)
- Medicines Value Unit (MVU)
- Pharmaceutical industry
- Welsh Value in Health Centre.

As NICE broadens its remit and adopts a proportionate approach to health technology assessment (HTA), AWMSG must respond to meet the needs of the people in Wales.

AWMSG will be responsive to developments in the UK and international HTA processes, to ensure AMWSG assessment processes continue to meet the needs of the NHS in Wales. AWMSG will provide advice and guidance where the need is greatest and will ensure processes are aligned to best practice. Assessment processes for approval will be evidence-based, timely and will provide value to patients, the public and the NHS. There will be a continued AWMSG commitment to engage with healthcare professionals and companies to provide advice which is likely to have the biggest impact on the NHS. AWMSG will ensure that processes are flexible and refined to deliver assessments of value. This will support access to treatments which are clinically needed, ensuring value and better outcomes for patients in Wales.

### Objectives

To deliver this goal, AWMSG will work with its partners to:

- ✓ develop processes for identifying medicines suitable for assessment by AWMSG
- ✓ strengthen process to ensure assessments deliver value to the NHS in Wales
- ✓ utilise real world data to support evidence-based decision making
- ✓ develop systems for collating outcome data to demonstrate added value to patients and support medicine reviews
- ✓ collaborate with key partners, including health boards and trusts, to ensure AWMSG advice offers value across NHS Wales.

Indicators of success will include:

- ✓ implementation of a broadened assessment process
- ✓ development of additional criteria to help inform decision making that delivers value
- ✓ improved collaboration with health boards and trusts, the Medicines Value Unit and other key partners.



## Goal 5 – Health and social care professionals receive high-quality training in the safe and effective use of medicines

Partners who will help us achieve this goal include:

- All Wales Therapeutics and Toxicology Centre (AWTTC)
- Health boards and trusts
- Health Education and Improvement Wales (HEIW)
- National clinical networks (NHS Executive)
- Professional bodies
- Partners in academia.

As the pressure on the NHS workforce continues to increase it is essential that AWMSG work with health boards and trusts to support health and social care professionals in providing the best possible care.

AWMSG will work with its partner organisations, in particular HEIW, to identify gaps in medicines optimisation training available for all health and social care professionals and support staff. AWMSG will work to improve training opportunities that are available to NHS Wales staff in relation to implementation of advice, resources and guidance endorsed by AWMSG.

By collaborating with our partner organisations and developing the training available on the topic of safe and effective use of medicines, we will be simultaneously benefitting the workforce of the NHS and improving the safe use of medicines for patients.

### Objectives

To deliver this goal, AWMSG will work with its partners to:

- ✓ explore the feasibility of delivering mandatory medicines management training for all health and social care professionals through collaboration with HEIW and partners in academia
- ✓ improve training for medical and non-medical prescribers on safe and effective use of medicines
- ✓ deliver training and development events related to current best practice in the prescribing of medicines
- ✓ collaborate on the production of training resources linked with AWMSG-endorsed medicines optimisation resources
- ✓ support and promote HEIW training programmes and educational resources
- ✓ ensure feedback from training and development offerings is used to drive improvement over time.

**Indicators of success will include:**

- ✓ improved training and development offerings on topics related to medicines management delivered for all health and social care professionals and support staff in Wales
- ✓ improved training and development opportunities directly linked to advice, resources and guidance endorsed by AWMSG (e.g. Best Practice Days, online webinars like Learning at Lunch)
- ✓ improved training and development offerings based on user feedback
- ✓ an increase in positive feedback received on training and development offerings.



## Goal 6 – People in Wales take their medicines in a way that maximises their health outcomes

### Partners who will help us achieve this goal include:

- All Wales Therapeutics and Toxicology Centre (AWTTC)
- Bevan Commission
- Digital Health and Care Wales (DHCW)
- Health boards and trusts
- Health Education and Improvement Wales (HEIW)
- National Institute for Health and Care Excellence (NICE)
- Patient and public groups (e.g. AWTTC Patient and Public Interest Group, Llais)
- Pharmaceutical industry
- Public Health Wales (PHW)
- Primary care contractors
- Welsh Medicines Advice Service (WMAS).

Medicines adherence has been defined by NICE ([Clinical Guideline 76 ‘Medicines adherence’](#)) as “the extent to which the patient’s behaviour matched the agreed recommendations from the prescriber.” Medicines adherence ensures that people take their medicines in a way that maximises their health outcomes. Medicines non-adherence remains a major obstacle to the effective delivery of healthcare and achieving the intended benefits of prescribed medicines. It is thought that between a third and half of patients on long-term treatment do not take their medicines correctly<sup>1</sup>.

Non-adherence to medication does not only pose a barrier to patients achieving the intended health outcomes, but it also poses a significant economic cost through wasted medicines (which also has an associated environmental impact) and potentially additional resource use resulting from the increased demand on health and social care should the patient’s health deteriorate. Non-adherence creates inefficiencies in the NHS and reduces the potential for maximising population health and value.

<sup>1</sup> National Institute for Health and Care Excellence. NICE Clinical Guideline 76 - Medicines adherence: involving patients in decisions about prescribed medicines and supporting adherence. 2009 (Updated March 2019).

Shared decision making between the patient and healthcare professionals will be essential in overcoming medicines adherence issues. Healthcare professionals will need to work closely with their patients to identify the barriers that exist and to develop solutions that suit their individual needs.

## Objectives

To deliver this goal, AWMSG will work with its partners to:

- ✓ collaborate with patients and the public to develop useful and useable resources that support improvement in medicines adherence and promote its importance
- ✓ explore barriers that exist which contribute to poor medicines adherence
- ✓ develop and implement shared decision-making tools to support effective, decision making between the patients and healthcare professionals
- ✓ improve the availability of patient-level data that may be used as a measure of medicines adherence.

Indicators of success will include:

- ✓ increased number of resources available to prescribers and patients that help identify barriers and support an improvement in medicines adherence
- ✓ increased provision of easy to read and understand patient information leaflets/resources to support endorsed guidelines
- ✓ patient-level data is made available that can be used as a measure for nonadherence.



## Goal 7 – Waste associated with medicines use is reduced and sustainability is improved

Partners who will help us achieve this goal include:

- All Wales Therapeutics and Toxicology Centre (AWTTC)
- Bevan Commission
- Health boards and trusts
- Health Education and Improvement Wales (HEIW)
- Pharmaceutical industry
- Public Health Wales (PHW)
- Primary care contractors
- Welsh Value in Health Centre.

Ensuring people in Wales take their medicines appropriately (Goal 6) can have a positive impact on reducing the volume of medicines waste, however more can be done outside of improving adherence to ensure that all forms of waste surrounding the use of medicines is reduced. This may include improving processes to avoid over-prescribing and over-ordering of medication, or exploring ways to reduce waste associated with expired and unused medicines.

AWMSG also want to see significant progress made in reducing the environmental impact of medicines and improving sustainability, beyond reducing the volume of medicines wastage. This includes increasing the availability of recycling and disposal schemes (e.g. inhalers) and driving changes in prescribing practice where more environmentally friendly options are now available.

## Objectives

To deliver this goal, AWMSG will work with its partners to:

- ✓ drive improvements in prescribing practices to avoid waste associated with over-prescribing and over-ordering
- ✓ support improvements to reduce waste associated with unused medicines
- ✓ encourage changes in prescribing practices where more environmentally friendly options available
- ✓ work with patients and the public to improve understanding of the environmental impact of medicines use and waste, and what can be done to limit it
- ✓ explore the development of measures for medicines waste so we can demonstrate improvement.

Indicators of success will include:

- ✓ improvements in measures of the environmental impact of medicines use (for example, CO<sub>2</sub> footprint associated with inhaler use)
- ✓ increased provision of easy to read and understand patient information leaflets and resources to support reduction in medicines waste and increase understanding of more environmentally-friendly prescribing.



## Goal 8 – The benefits of genetic-informed precision medicines are realised in Wales

Partners who will help us achieve this goal include:

- Advanced Therapies Wales (ATW)
- All Wales Genomics Oncology Group (AWGOG)
- All Wales Medical Genomics Service (AWMGS)
- All Wales Therapeutics and Toxicology Centre (AWTTC)
- Genomics Partnership Wales (GPW)
- Health boards and trusts
- Health Education and Improvement Wales (HEIW)
- Medicines Value Unit (MVU)
- National Pathology Group
- National Pharmacogenomics Group (NPGG)
- NHS Wales Joint Commissioning Committee (JCC)
- NHS Wales Shared Services Partnership (NWSSP)
- Pharmaceutical industry.

Precision medicine is an innovative approach to tailoring disease prevention and treatment based on genetic, environmental, and lifestyle factors. It encompasses pharmacogenomics, which is the study of how genes affect a person's response to particular medicines, targeted cancer treatments, and nucleic acid-based therapies (such as gene therapy). Precision medicine utilises molecular information, phenotypic and health data to optimise patient outcomes.

As ongoing translational research provides a greater understanding of the genetic influences on the effectiveness and safety of medicines, biomarker testing (including both genomic and pathology-based tests) is being used increasingly to predict the likelihood that a particular medicine will be effective. Genetic information is also being utilised increasingly to identify ineffective medicines or those that could potentially cause harm through an adverse reaction.

The NHS needs to plan effectively to ensure the appropriate pathways, services, and funding arrangements are in place to accommodate the expected increase in demand for precision medicine. By working together, we will be able to support timely access to sanctioned genetic tests and precision medicines to ensure people in Wales are treated with medicines in a safe and effective way. Focusing treatment to those most likely to benefit, and avoiding harm in those most susceptible, will help ensure the NHS get the best value from its medicines and help improve patient outcomes.

## Objectives

To deliver this goal, AWMSG will work with its partners to:

- ✓ identify medicines whose benefits and risks of harm can be optimised through the use of pharmacogenomics
- ✓ identify precision medicines that will require the establishment of additional biomarker testing services and keep key partner organisations informed
- ✓ identify precision medicines which require changes to service delivery and/or additional guidelines for delivery
- ✓ develop systems to support planning and facilitate the timely introduction of medicines which require biomarker testing (to include both pathology-based tests and genomic testing).

Indicators of success will include:

- ✓ establishment of appropriate links between key stakeholders
- ✓ sharing of horizon scanning information for precision medicines requiring biomarker testing between all relevant partners
- ✓ timely identification of issues surrounding introduction of medicines requiring biomarker testing.

### General objective – Developing indicators of success

Due to limitations in the All Wales data sources currently available, AWMSG may need to be innovative in how it measures success. It is vital that over the course of the five-year lifespan of this Strategy AWMSG and its partners will continually review how we measure success, and will utilise the latest, most informative data sources available to us.

## Next steps

The goals and objectives set out in this Strategy will define the framework of the AWMSG work programme for the next five years. The Group wants to see significant progress made across all of the goals. This will be achieved through a concerted effort from Group members to drive and promote their work but also through close collaboration between AWMSG and the key partner organisations named throughout this document.

All partner organisations are asked to consider this Strategy when defining their own work priorities and programmes over the next five years. AWMSG will provide opportunity for those organisations to give regular updates on progress and help promote the hard work they are doing. These updates will also be used to highlight any barriers to implementation and delivering on each of the objectives; with AWMSG aiming to support them in developing solutions and facilitating collaboration with other partners.

Collaboration between AWMSG and its partners will be central to being able to deliver on the ambitions of this Strategy, and that collaboration will need to be beneficial for all parties. All partner organisations are asked to help us deliver on our ambitions, but to also consider how AWMSG can help them deliver on their vision for what NHS Wales should deliver for patients and the public.

AWMSG wants this Strategy to have the ability to change and evolve over time so we can adapt to future challenges and reflect the needs of the service and patients at any given time. Please work with us so we can make sure our resources are always directed to those areas where we can have the greatest impact, so we can achieve our vision to:

*“improve the health and well-being of people in Wales by enabling patients to get the best outcomes from their medicines”.*

