# COST-BENEFIT OF PRESCRIBING EMOLLIENTS FOR ECZEMA PATIENTS

# Routine prescribing of emollients still permitted for eczema

NHSE Guidance on routine emollient prescribing published in 2018 is intended to encourage people to self-care for **minor** illnesses as the first stage of treatment. It applies to 'mild dry skin' and 'mild irritant dermatitis'.¹ **It does not apply to eczema**, which is a long-term condition and is not considered to be a minor condition.

Read the guidance here.



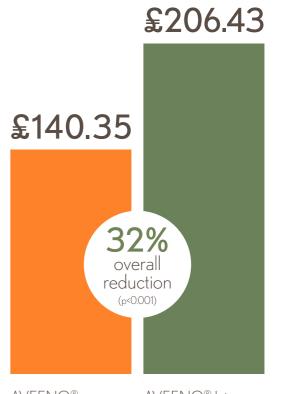


## Cost-benefit analysis: the results

A recently published retrospective study revealed prescribing emollients to treat atopic eczema is associated with **fewer primary care visits** and reduced healthcare utilisation.<sup>2</sup> Read more here.

When Aveeno<sup>®</sup>, a colloidal oatmeal preparation, was prescribed first-line to eczema patients, the cost savings were significant when compared with switching to Aveeno<sup>®</sup> later in the treatment pathway. The difference was due to lower visit costs and reductions in prescriptions for anti-microbials and corticosteroids.<sup>2</sup>

Overall eczema cost per patient



AVEENO® first-line<sup>2</sup>

AVEENO® later in the treatment pathway<sup>2</sup>

The annual cost of eczema management to the NHS<sup>3</sup>

£125 million

the annual cost of eczema management to the  $NHS^3$ 



Eczema management makes up a significant portion of GPs' workload

It is responsible for 22.5% of dermatological consultations<sup>4</sup>



#### Patient preference is key

**NICE** states that emollients offered should match the patient's needs and preferences.<sup>5</sup>

If an emollient does not suit a patient they are less likely to use it regularly, which can lead to more eczema flare-ups.<sup>6</sup>



### Decode your emollient prescribing

The cost-benefit analysis was used to create the **DECODE** model: **DE**fining **C**ost & **C**linical **O**utcomes in **DE**rmatology<sup>2</sup>.



**DECODE** calculates the cost effectiveness of emollient prescribing in primary care.

To find out how you could make savings for your CCG email **decode@its.jnj.com** and request a consultation with a Johnson & Johnson Development Manager today.

### Aveeno with active Colloidal Oatmeal

#### References