

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'. **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.²
[Read more here.](#)

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

Overall eczema cost per patient



The annual cost of eczema management to the NHS³

£125 million

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Eczema management makes up a significant portion of GPs' workload

It is responsible for **22.5%** of dermatological consultations⁴



Patient preference is key

NICE states that emollients offered should match the patient's needs and preferences.⁵

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



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**rmatology².

decode
DEfining Cost & Clinical Outcomes in DErmatology

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.

References

1. NHS England. 2018. Conditions for which over the counter items should not routinely be prescribed in primary care: Guidance for CCGs. 2. Moncrieff G et al. BMC Dermatol 2018;18:9. 3. Herd RM et al. Br J Dermatol 1996;135:20-23. 4. Kerr OA et al. Clin Exp Dermatol 2009;35:380-83. 5. Atopic eczema in under 12s: diagnosis and management. <https://www.nice.org.uk/guidance/CG57/chapter/1-Guidance#treatment>. 6. National Eczema Society. November 2018. Emollient prescribing for eczema: information for primary care prescribers.

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Aveeno
with active Colloidal Oatmeal

Job bag number: UK/AV/19-13431