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# Improving the Appropriate Use of Medications Across Canada

## Translating International Health Policy Evidence to the Canadian Context

*2021 CADTH Symposium*

Moderator: Dr. Jim Silvius

Presenters: Dr. Cheryl Sadowski

Dr. Mathieu Charbonneau

Dr. Justin Turner

Dr. Cara Tannenbaum

Acknowledgements: Steve Morgan, Camille Gagnon,  
Jennie Herbie and Maha Rehman



# Disclosures

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## **Dr. Cheryl Sadowski**

- Member of and completed a sabbatical at CaDeN
- Funding from Pfizer Canada for a project entitled: A Quality Improvement Project to Address lower urinary tract symptoms (LUTS) by pharmacists in the community (\$109,000.00)

**Dr. Mathieu Charbonneau:** No real or perceived conflicts of interest

**Dr. Justin Turner:** No real or perceived conflicts of interest

## **Dr. Cara Tannenbaum**

- Role of Departmental Science Advisor, Health Canada
- Scientific Director, Institute of Gender and Health, CIHR
- Professor and Endowed Chair in Pharmacy, UdeM
- Past Director, CaDeN
- Pharmacy Chair, Université de Montréal

## **Dr. Jim Silvius**

- Chair, Canadian Drug Expert Committee, CADTH

# About The Canadian Deprescribing Network

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- Codirectors:
  - Dr. Jim Silvius
  - Dr. Justin Turner
- Formally established in 2016
- Lack of national coordination of appropriate medication use
- For a national strategy in Canada



# About The Canadian Deprescribing Network

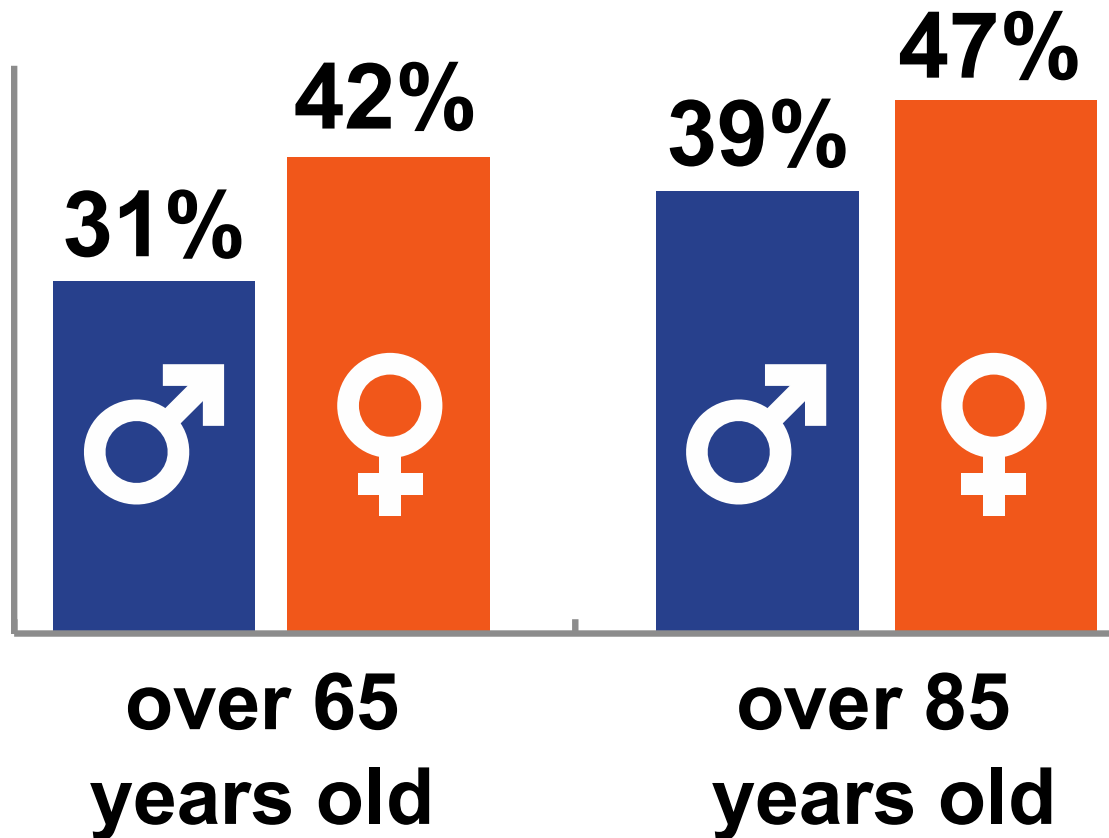
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- Healthcare leaders, clinicians, academic researchers and patient advocates
- Raising awareness and eliminating the use of potentially inappropriate medications for older Canadians
- Ensuring access to safer drug and non-drug therapies



# Canadian seniors who take at least one inappropriate medication

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# Inappropriate medication use in Canada

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**\$419 million**

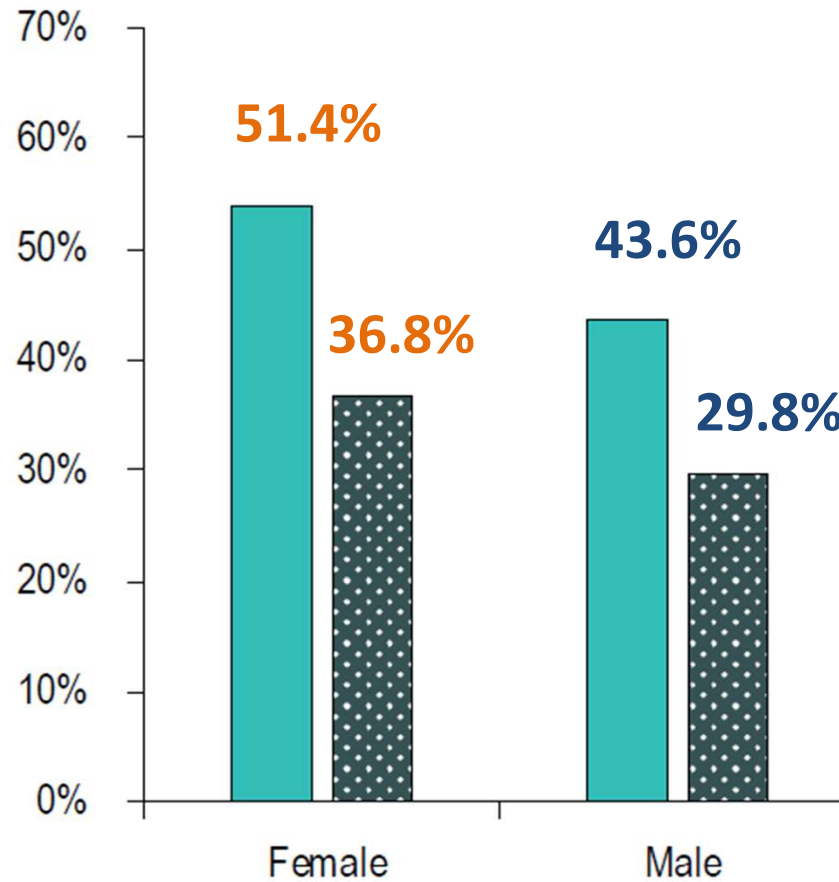
Canadians spend \$419M per year on potentially harmful prescription medications. This does not include hospital costs.

**\$1.4 billion**

Canadians spend \$1.4B per year in health care costs to treat harmful effects from medications, including fainting, falls, fractures and hospitalizations.

(Morgan *et al.* 2016)

# Seniors' usage rate of drugs from Beers list, 65 y and older, Canada, 2016



- Percentage of senior claimants with use of a drug from the Beers list
- Percentage of senior claimants with chronic use of a drug from the Beers list

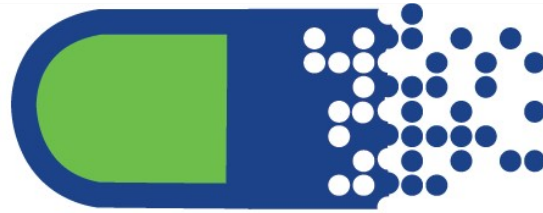
# Overview

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1. Stories to tell: provincial prescription patterns and policy case studies
2. Policies that promote appropriate medication use in Australia, England and Sweden
3. Discussion: how to implement best practices in Canada







# 1. Stories to tell: provincial prescription patterns and policy case studies

Dr. Cheryl A. Sadowski

Professor, Faculty of Pharmacy &  
Pharmaceutical Sciences



# The Question

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- Are there differences in high-risk medications based on jurisdiction?
  - What are the policies that have led to those differences?



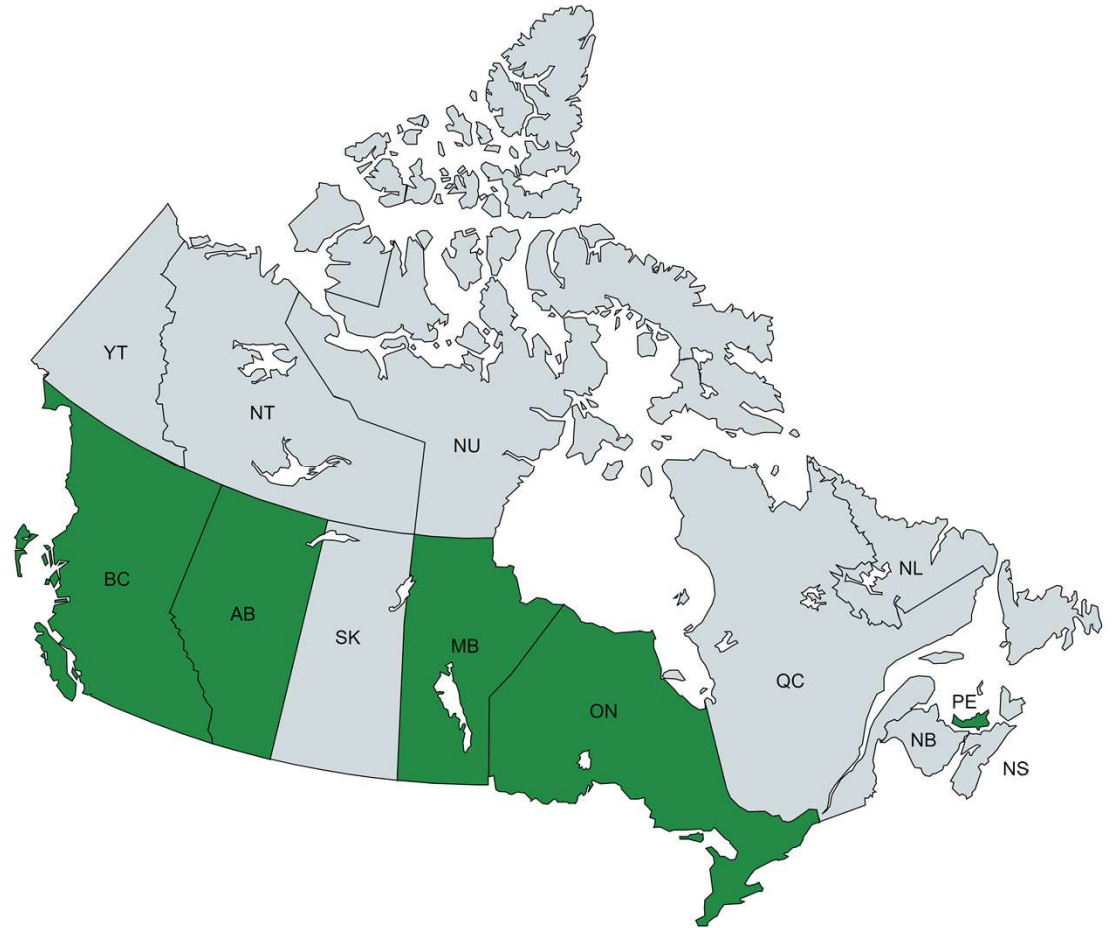
# Method

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- **Data:** Canadian Institute for Health Information (CIHI)
- **Population:** Individuals age 65y and older
- **Dates:** 2011Q1-2019Q1
- **Medications** (selected based on):
  - Chronic use
  - Safety risks
  - Potential overuse
- **Analysis:** Descriptive
  - analyzed by year/quarter and sex

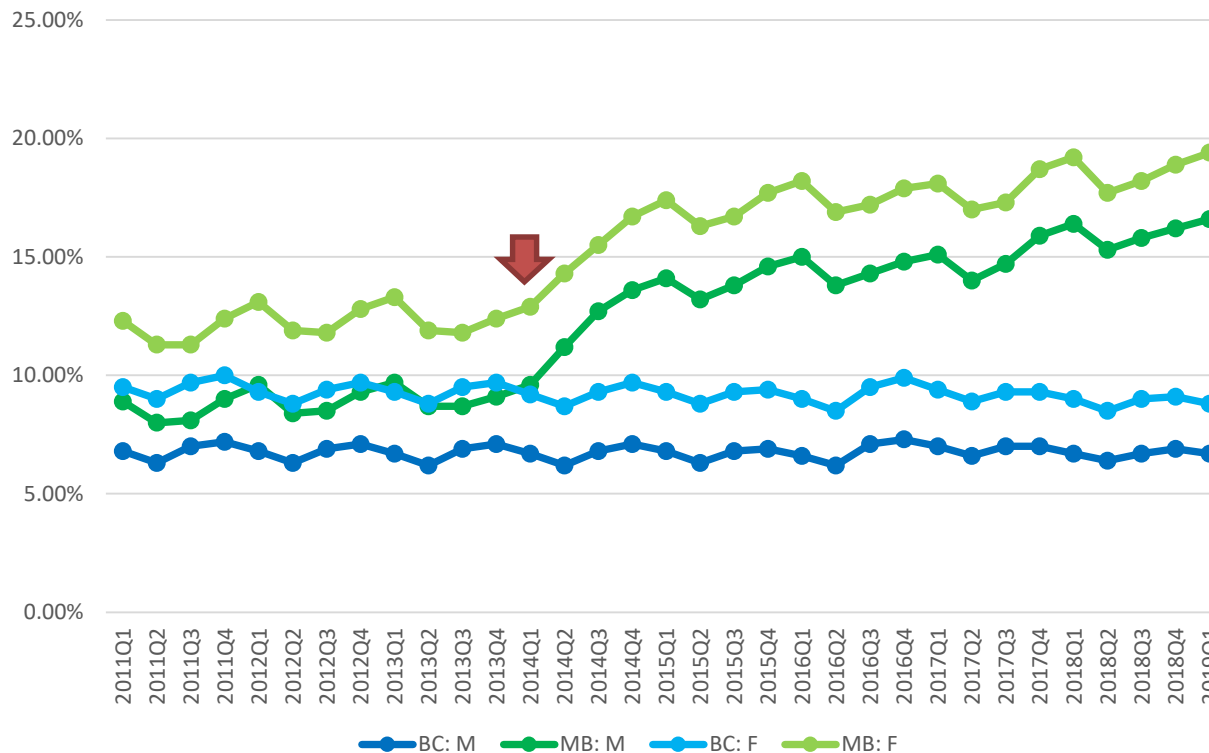
# Medications

- Proton pump inhibitors
- Gabapentinoids
- Nonsteroidal anti-inflammatory steroids
- Benzodiazepines



# Proton Pump Inhibitor use, BC and MB

Proton pump inhibitors Use, in Seniors

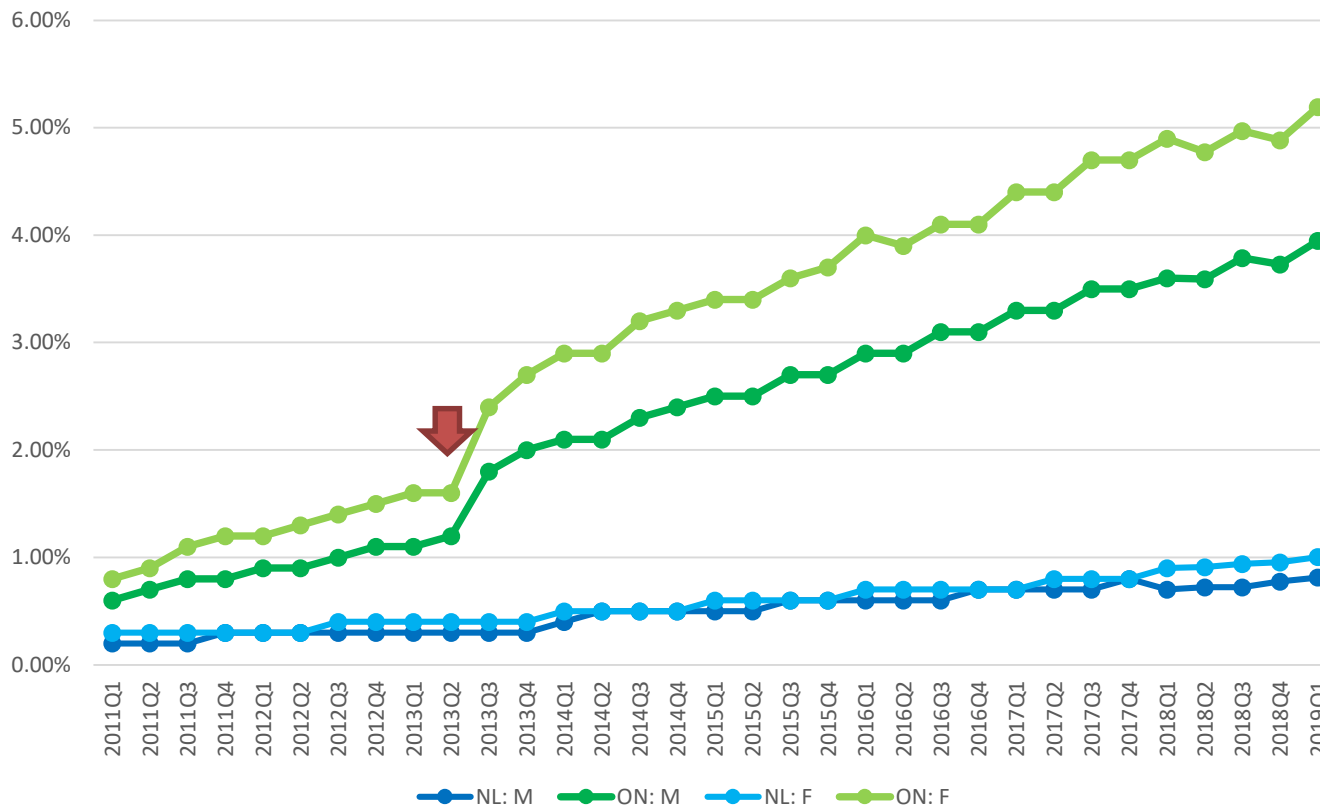


- Note 2014 change in Manitoba Pharmacare Drug Benefits for PPI
- No change in BC for *Limited coverage drug*

Potentially inappropriate use of Proton pump inhibitors (PPI) without NSAIDs

# Gabapentinoids Use, Ontario

Gabapentinoid use, in Seniors



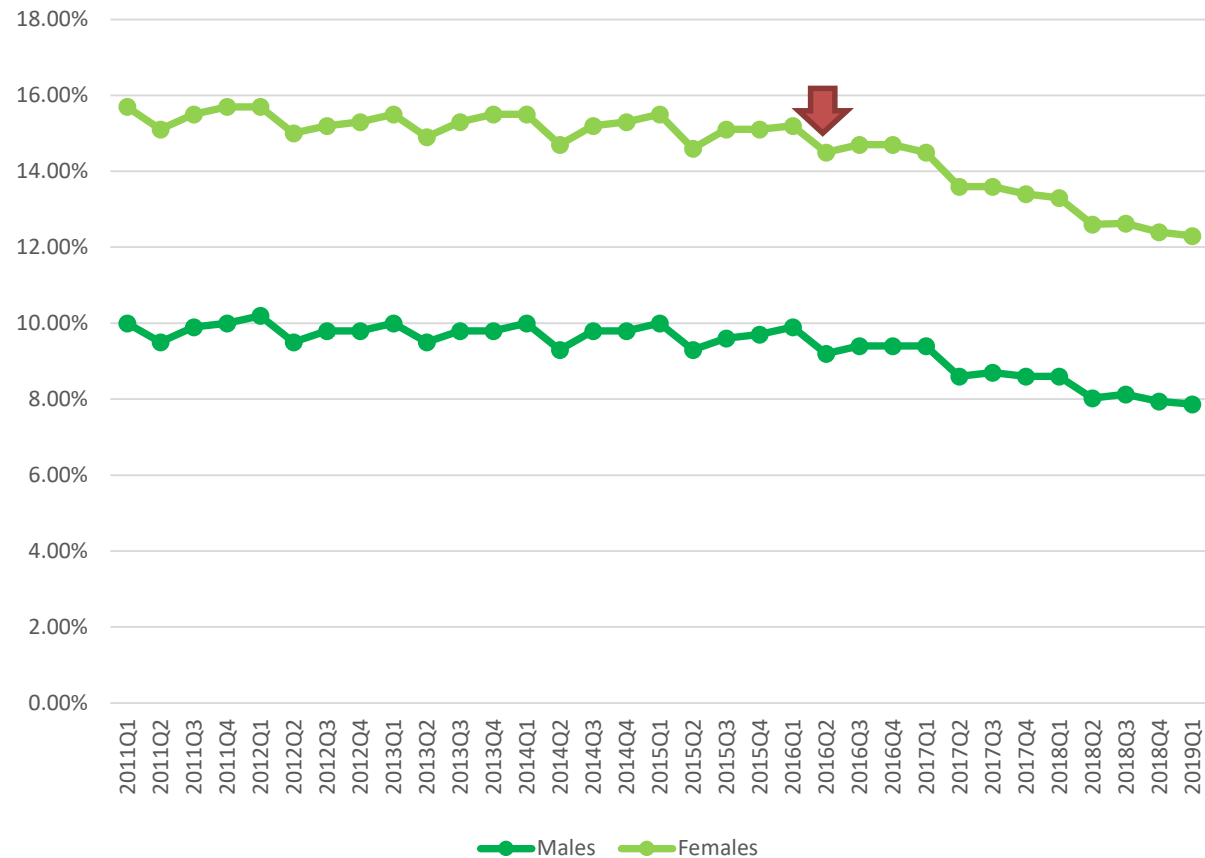
2013 - Ontario change from restricted access to general benefit



# Sedative use, AB – Fake news

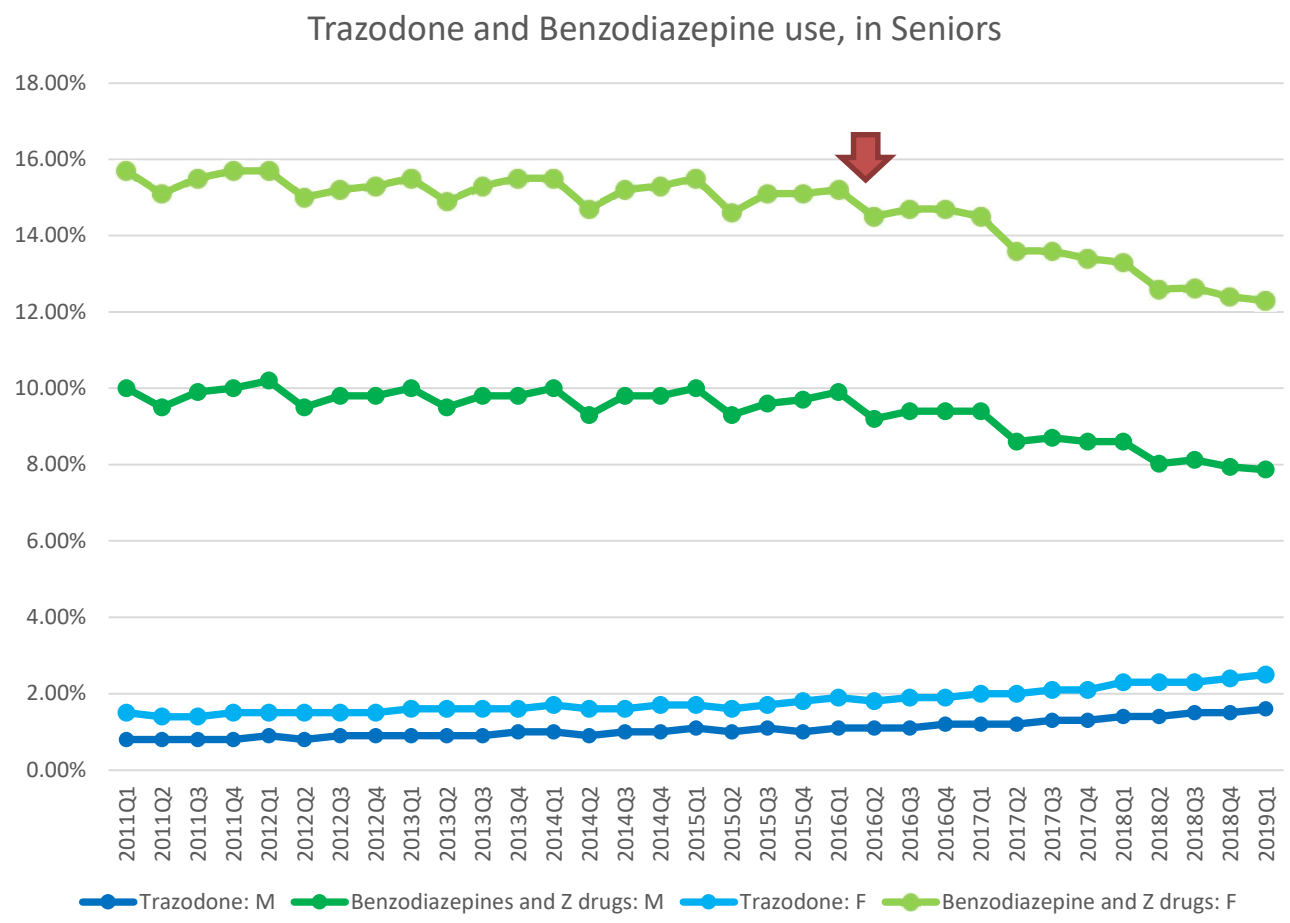
Implementation of monitoring and feedback

Benzodiazepine and Z drug use in Seniors



# Sedative use, AB – The Real Story

- Change in monitoring and feedback





# MD snapshot sample

**MD snapshot**

**Three Month Prescribing Snapshot: Opioids (1), including codeine**

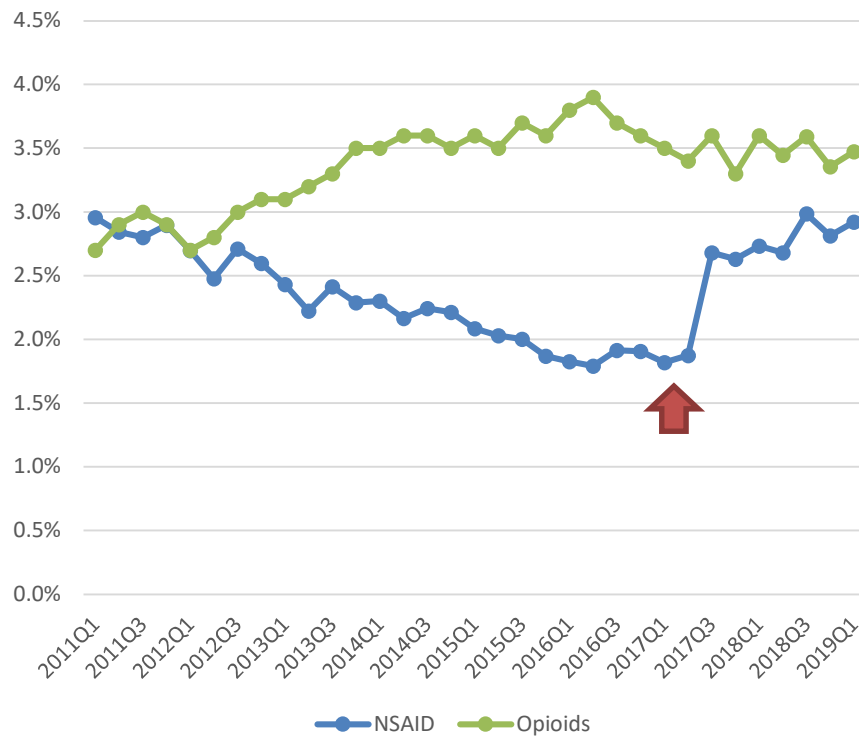
	Your Practice	Comparator Group Median (2)	Your Percentile
Patient(s) receiving opioids prescribed by you	29	25	55.2
Total OME/day (3)	2,474.5	268.8	91.2
OME/day/patient (4)	85.3	11.5	98.6
Patient(s) to whom you prescribed buprenorphine/naloxone (Suboxone) (5)	1		93.6
Patient(s) receiving opioids at an average dose of 90 OME/day or higher (6)	9		
→ Patient(s) receiving one or more opioid(s) and one or more BDZ/Z prescribed by you (7)	5		
Patient(s) receiving three or more different opioids (6)	0		
Opioid naive patient(s) receiving a long-acting opioid prescribed by you (8)	1		
Patient(s) receiving opioids from three or more prescribers	2		

Example of data provided:

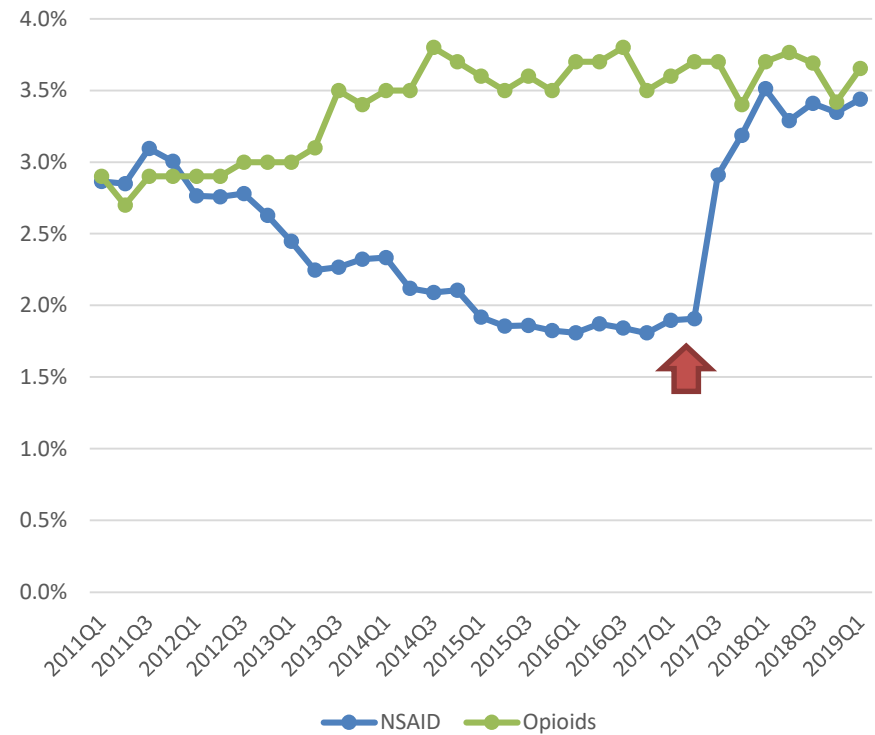
- Number of patients receiving the drug
- Patients receiving both BDZ/Z and opioid by prescriber

# NSAIDs and Opioids use, PEI

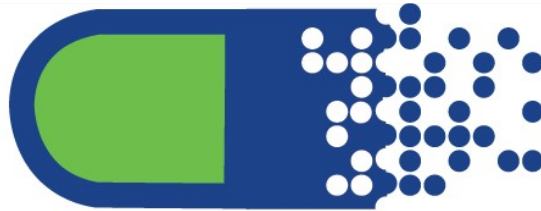
NSAID and Opioid use in Male Seniors



NSAIDS and Opioid use in Female Seniors



## Potential inappropriate use of NSAIDs and opioids



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## **2. Policies that promote appropriate medication use in Australia, England and Sweden**

**Dr. Mathieu Charbonneau, PhD**

Postdoctoral Fellow, CaDeN, Université de Montréal

**Dr. Justin Turner, BPharm, MClInPharm, PhD**

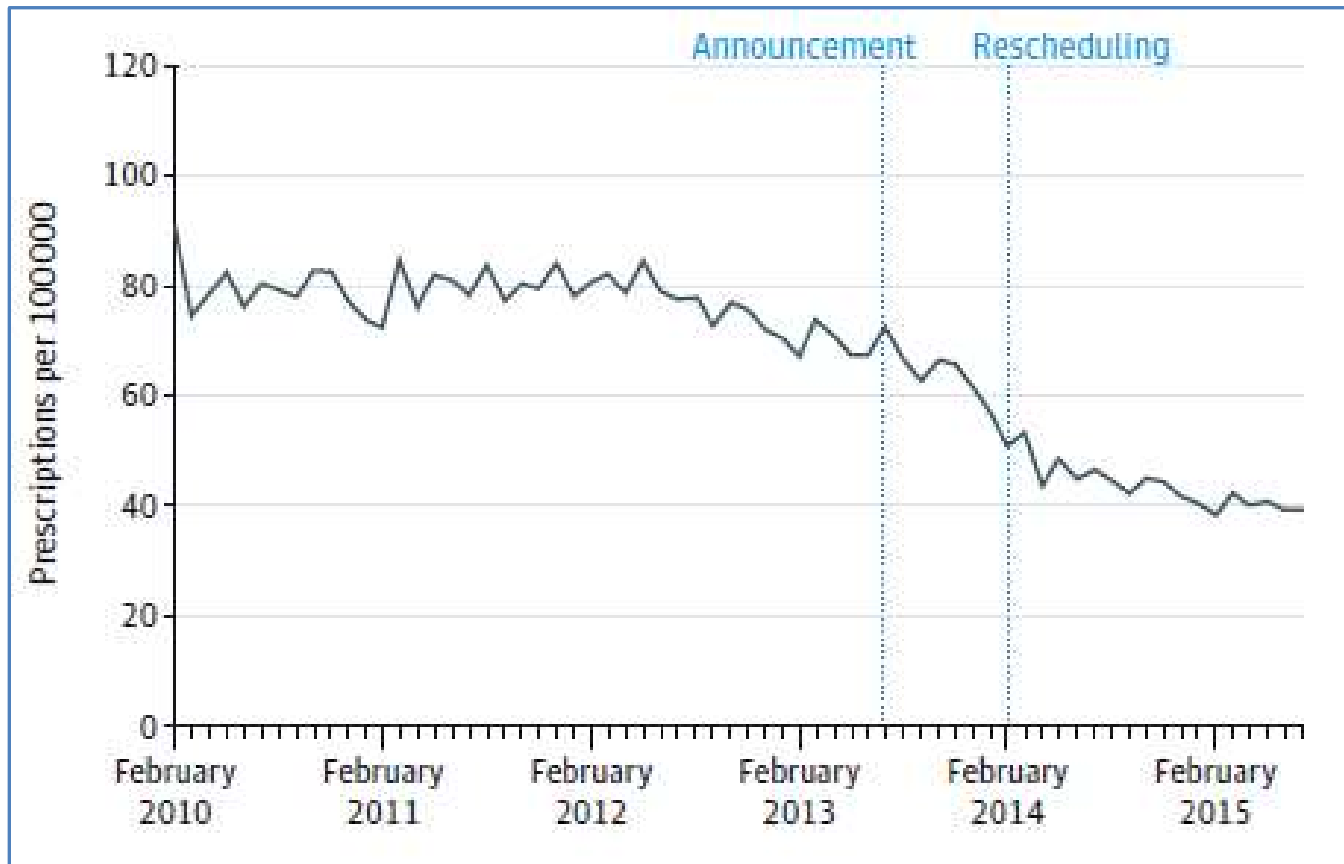
Professor, Faculty of Pharmacy, Université de Montréal

Affiliated researcher, Monash University, Australia

Co-director of CaDeN



# Rescheduling of Alprazolam



↓ **22%**

2

Schaffer AL et al JAMA Int Med 2016;176(8):1223

# What else happened?

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- ↑ street price
- 216% ↑ benzodiazepines
- 10% ↑ overdose deaths involving 1 or more benzodiazepine (2009 – 2015)



2

# Can anything else work?

- *What worked, for whom, in what context, and why?*
- Search: [Appropriateness] + [Policy] + [Countries]

Saul et al. *Implementation Science* 2013, **8**:103  
<http://www.implementationscience.com/content/8/1/103>



IMPLEMENTATION SCIENCE

**METHODOLOGY**

**Open Access**

## A time-responsive tool for informing policy making: rapid realist review

Jessie E Saul<sup>1,2</sup>, Cameron D Willis<sup>1,3,4</sup>, Jennifer Bitz<sup>5</sup> and Allan Best<sup>3,6,7\*</sup>

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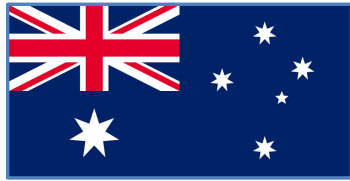
# Overview

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- Context on appropriate use
- Multifaceted education: Australia
- Public awareness: Australia and England
- Financial incentives: Sweden
- Lessons learned



# Context on appropriate use



Australia	England	Sweden
National appropriateness strategy	No national appropriateness strategy	National appropriateness strategy
National implementation	Regional implementation	Regional implementation

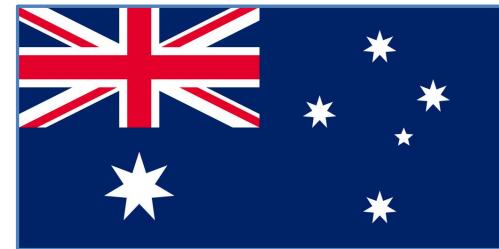




# Multifaceted education

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- Can healthcare provider education improve appropriate medication use?



# NPS MedicineWise

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- Diabetes: 2001, 2005
- Hypertension: 1999, 2001, 2003
- High cholesterol: 2002
- Stroke prevention: 2002, 2003, 2009
- Heart Failure: 2004, 2008
  
- Multifaceted active and passive education



# Multifaceted education: Australia

PHARMACOEPIDEMIOLOGY AND DRUG SAFETY 2011; 20: 359–365

Published online 28 December 2010 in Wiley Online Library (wileyonlinelibrary.com) DOI: 10.1002/pds.2094

ORIGINAL REPORT

## Improvement in metformin and insulin utilisation in the Australian veteran population associated with quality use of medicines intervention programs

Svetla Gadzhanova<sup>1\*</sup>, Elizabeth E. Roughead<sup>1</sup>, Katrina Loukas<sup>2</sup> and Jacqueline Vajda<sup>2</sup>

<sup>1</sup>*Quality Use of Medicines and Pharmacy Research Centre, Sansom Institute, School of Pharmacy and Medical Sciences, University of South Australia, Adelaide, Australia*

<sup>2</sup>*National Prescribing Service, Evaluation, Sydney, New South Wales, Australia*

2011

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# Multifaceted education in Australia

British Journal of Clinical Pharmacology

DOI:10.1111/j.1365-2125.2007.02853.x

## Trends over 5 years in cardiovascular medicine use in Australian veterans with diabetes

**Elizabeth E. Roughead, Nicole Pratt<sup>1</sup> & Andrew L. Gilbert**

*Quality Use of Medicines and Pharmacy Research Centre, Sansom Institute, University of South Australia and <sup>1</sup>Data Management and Analysis Centre, Discipline of Public Health, University of Adelaide, Adelaide, Australia*

2007

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# Multifaceted education in Australia

## Improving cardiovascular disease management in Australia: NPS MedicineWise

**Svetla V Gadzhanova**  
PhD, MSc,  
Research Fellow<sup>1</sup>

**Elizabeth E Roughead**  
PhD, MAppSc, BPharm,  
ARC Future Fellow<sup>1</sup>

**Mark J Bartlett**  
BSc, MPH, GradDipAppEpi,  
Senior Epidemiologist<sup>2</sup>

<sup>1</sup>University of  
South Australia,  
Adelaide, SA.

<sup>2</sup>Impact and Outcome  
Evaluation,  
NPS MedicineWise,  
Sydney, NSW.

svetla.gadzhanova@  
unisa.edu.au

MJA 2013; 199: 192–195  
doi:10.5694/mja12.11779

Cardiovascular disease (CVD) is the largest cause of premature death in Australia; it accounted for over a third of all deaths in 2007.<sup>1</sup> Over the past decade, NPS MedicineWise (previously known as the National Prescribing Service) implemented a number of educational programs on cardiovascular management in primary care, including two programs on the use of anti-thrombotics in atrial fibrillation (AF) and secondary stroke prevention,<sup>2,3</sup> as well as programs for improving management of heart failure.<sup>4–6</sup> NPS MedicineWise used a mix of interventions, both passive (eg, written education materials) and active (eg, one-on-one

### Abstract

**Objectives:** To determine the impact of four NPS MedicineWise programs targeting quality use of medicines in cardiovascular management in primary care.

**Design:** Interrupted time-series analysis using the Department of Veterans' Affairs (DVA) claims dataset from 1 January 2002 to 31 August 2010. We examined the use of antithrombotics in people with atrial fibrillation and in those who had had a stroke, and the use of echocardiography and spironolactone in the population with heart failure.

**Participants:** All veterans and their dependants in Australia who had received cardiovascular medicines or health services related to the targeted intervention.

**Intervention:** NPS MedicineWise national programs to improve cardiovascular management in primary care, which included prescriber feedback, academic detailing, case studies and audits as well as printed educational materials.

**Main outcome measures:** Changes in medication and health service use before and after the interventions.

**Results:** All national programs were positively associated with significant improvements in related prescribing or test request practice. The interventions to improve the use of antithrombotics resulted in a 1.27% (95% CI, 1.26%–1.28%) and 0.63% (95% CI, 0.62%–0.64%) relative increase in the use of aspirin or warfarin in

2013

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# Multifaceted education

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- Can healthcare provider education improve appropriate medication use?



# Outcomes

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- Diabetes
  - 26% ↑ metformin monotherapy
  - 13% ↑ metformin combination
- Cardiovascular (diabetes)
  - 21% ↑ in BP medications
  - 25% ↑ in cholesterol medications
- Stroke prevention
  - 1.3% ↑ in antithrombotics

# Multifaceted education to providers

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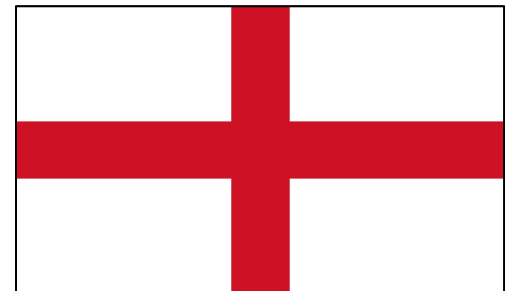
- Outcomes:
  - Increases in appropriate prescribing
  - Financial savings
- Mechanisms:
  - Knowledge promotion; peer pressure
- Contextual factors
  - National medicine policy
  - Scale-up of local successes
  - Strategic regional implementation
  - Continuous evaluation and improvement



# Public awareness

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- Can public awareness improve appropriate medication use?



# Public awareness in Australia

*Journal of Clinical Pharmacy and Therapeutics* (2005) 30, 425–432

ORIGINAL ARTICLE

## Achieving a sustained reduction in benzodiazepine use through implementation of an area-wide multi-strategic approach

W. B. Dollman\*† MAppSc FSHP, V. T. LeBlanc\* BA, L. Stevens\*, P. J. O'Connor\* MA PhD, E. E. Roughead†‡ MAppSc PhD and A. L. Gilbert†‡ BPharm PhD

*\*Department of Health, Rundle Mall, SA, †Quality Use of Medicines and Pharmacy Research Centre, University of South Australia, Adelaide, SA and ‡School of Pharmacy and Medical Sciences, Adelaide, SA, Australia*

**Program:** South Aus. Health Dep., implementation of recommendations on benzodiazepine use, insomnia management, 1999-2000

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# Public awareness in England

■ *Journal of Antimicrobial Chemotherapy* (2007) **59**, 537–543

doi:10.1093/jac/dkl511

Advance Access publication 5 February 2007

JAC

## Can mass media campaigns change antimicrobial prescribing? A regional evaluation study

M. F. Lambert<sup>1\*</sup>, G. A. Masters<sup>2</sup> and S. L. Brent<sup>2</sup>

**Program:** North East Primary Care Trust, and Tyne and Wear Health Action Zone (Dep. of Health), Regional antimicrobial prescribing initiative, 2004 & 2005

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# Public awareness: Australia Vs England

	Australia	England
<i>Outcomes (relative)</i>	-21.7%	-5.8%
<i>Mechanisms</i>	Targets the public and providers	Targets the public
	Providers embedded from the beginning	
<i>Contexts</i>	Multifaceted education	Limited education
	<ul style="list-style-type: none"><li>- National strategy as driver</li><li>- Multi-strategic regional implementation</li></ul>	<ul style="list-style-type: none"><li>- No national strategy</li><li>- Low national-regional consolidation</li></ul>

# Financial incentives

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- Can financial incentives improve appropriate medication use?



# Policy in Sweden: Financial incentives

Received: 24 August 2016

Revised: 27 March 2017

Accepted: 15 May 2017

DOI: 10.1002/hec.3535

RESEARCH ARTICLE

WILEY

Health  
Economics

## Can pay-for-performance to primary care providers stimulate appropriate use of antibiotics?

Lina Maria Ellegård<sup>1</sup>  | Jens Dietrichson<sup>2</sup> | Anders Anell<sup>3</sup>

**Program:** Eight Swedish counties, regional incentives to practices for antimicrobial stewardship, 2006 to 2013

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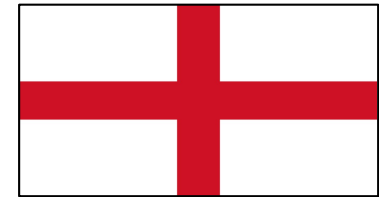
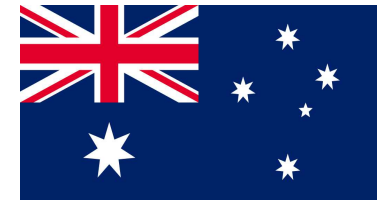
# Policies promoting appropriateness: Financial incentives in Sweden

	Sweden
<b><i>Outcomes (relative)</i></b>	Intervention regions: +20.7% Control regions: +16.5%
<b><i>Mechanisms</i></b>	Social pressure (practice level)
<b><i>Contexts</i></b>	Ongoing national strategy/program National-regional coordination
	Balancing local needs and national strategy (guidelines and feedback)

# Policy evolutions

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- External review (Sansom, 2019)
  - Building on successes
  - Improved analysis
- 2021 report, Chief Pharm. Officer
  - Lack of “comprehensive and coordinated” strategy
  - Overprescribing and carbon emissions
- 2011 national strategy
  - Centre for Rational Use of Medicines (Medical Products Agency)



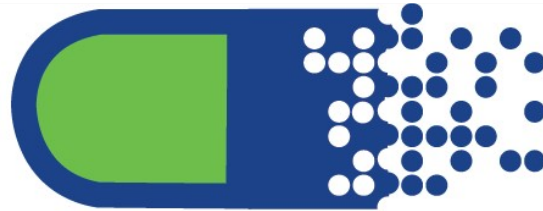


# Lessons learned

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- Scale up regional successes
- Coordinate national vs. sub-national
- Engage stakeholders: healthcare providers and patients
- Pay-for-performance has limited impact
- Evaluation is important
- Improved financial and health outcomes
- Context matters!





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## **3. Discussion: how to implement best practices in Canada**

**Dr. Cara Tannenbaum, M.D., M.Sc.**

Faculties of Pharmacy and Medicine

Université de Montréal

Michel Saucier Endowed Chair in Pharmacy, Health & Aging

**Dr. Jim Silvius, MD**

James L. Silvius BA(Oxon) MD FRCPC

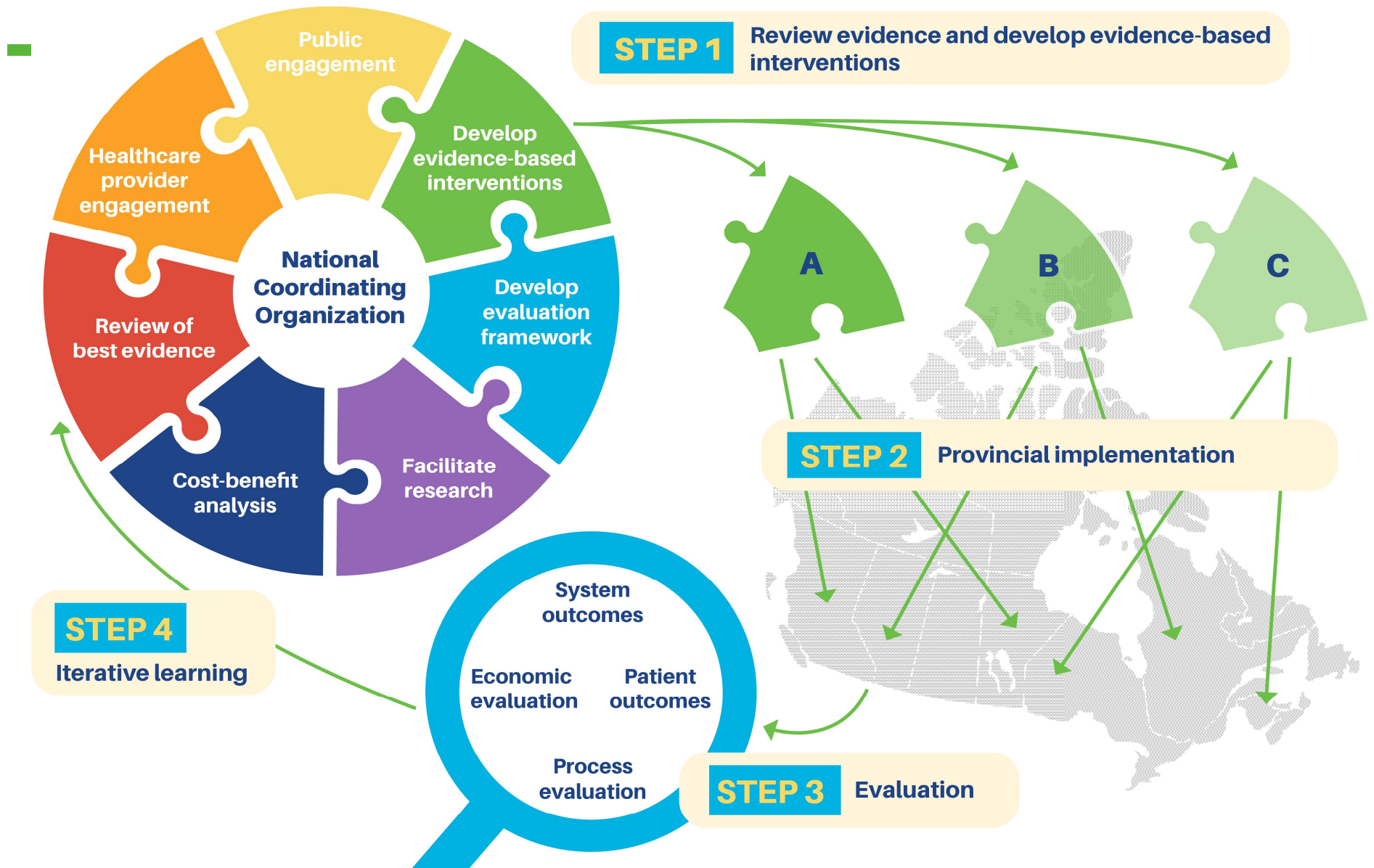
Clinical Professor, Cumming School of Medicine, University of Calgary

Senior Medical Director, Provincial Seniors Health and Continuing Care

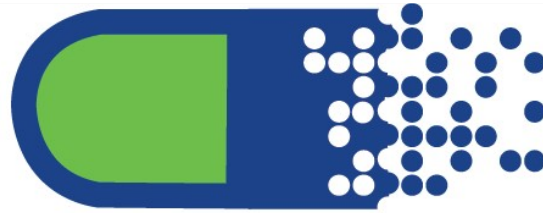
MAID Lead, Alberta Health Services



# A 4-step strategy



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