

# PIPA 2006

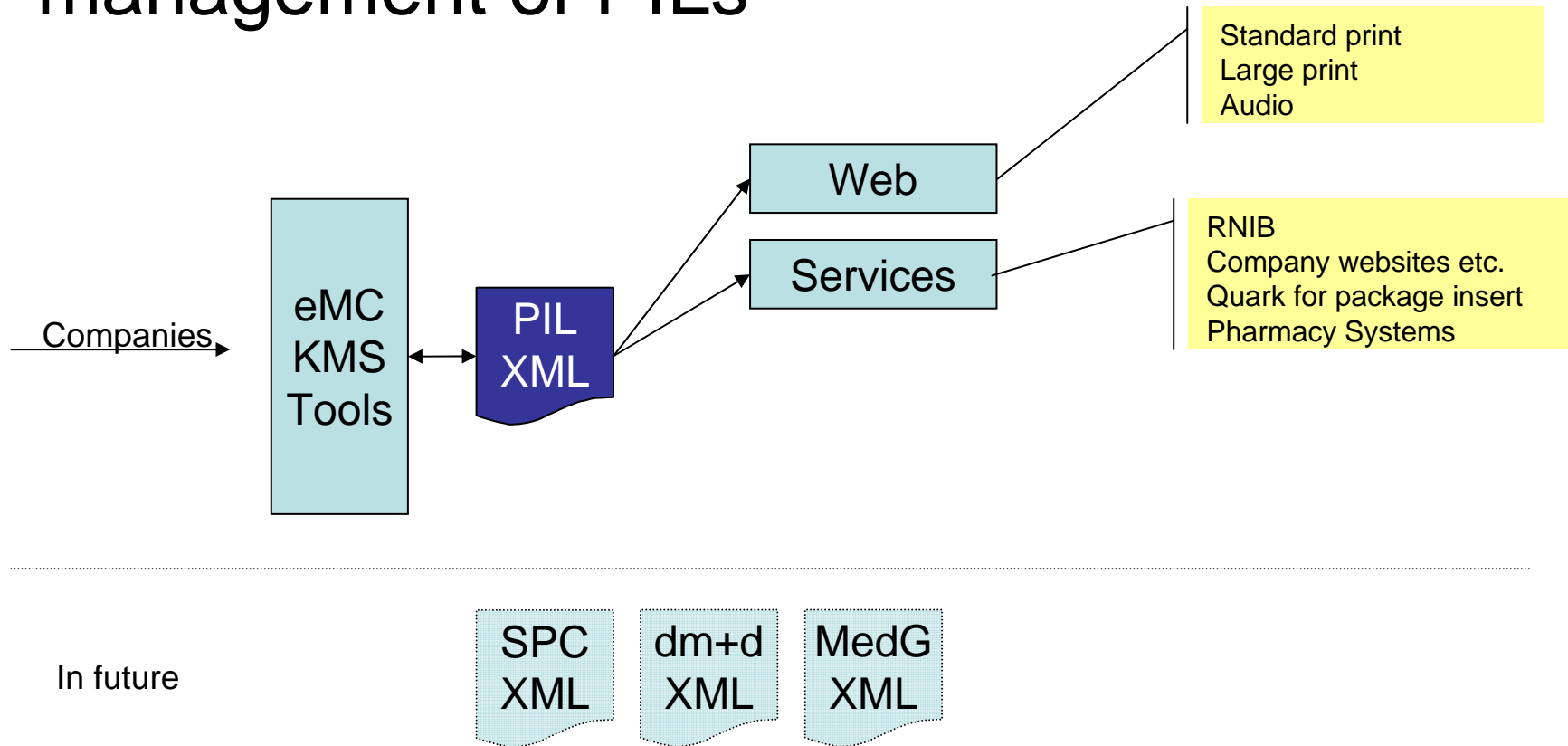
X-PIL

Medicine Guides

Longer term developments

# X-PIL Status

- eMC development will now enable management of PILs



# X-PIL Status

- PILs currently being converted to XML:
  - New products
  - In order of companies signing agreement with RNIB
  - As per user demand from November
- Converted PILs are checked by DCL
- Companies will be able to ‘authorise XML’
  - View standard and large print
  - Listen to audio – request Lexicon change
  - Braille will be validated at time of production\*
  - Diagrammatic descriptions can be added (service by RNIB if requested and for fee\*)

\*Details subject to agreement

# X-PIL Service from RNIB

- 0800 call centre
  - Patients, carers and HC professionals can request Braille, large print and audio CD. Listen over phone
  - System retrieves XML from Datapharm
  - Patient supplied as requested
- Quality control performed on output consistent with GMP of other components e.g. printed pack insert
- Records kept for audit purposes
  - Non subscribing companies – if RNIB has details will pass on if not MHRA

\*Details subject to agreement

# X-PIL Other

- Pack insert copy
  - Please don't include until advised
  - Current system will use PL# from pack to i.d. meds
- Pharmacists keen to support project
  - NPA, RPSGB
  - Boots, Co-op
- Launch in November to coincide with Ask About Medicine Week

\*Details subject to agreement




Medicine Guides

Uptake Data and Publication Status

June 2006

Medicine Guides deliver information about individual medicines linked to information about treatment options and the condition - industry linked to NHS





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- Best Treatments website
- Self-help guide
- Local NHS Services
- Common health questions
- Interactive tools
- Free newsletter
- HealthSpace

**NHS Direct Online Health Encyclopaedia**

## Asthma

1. Introduction
2. Symptoms
3. Causes
4. Diagnosis
5. Treatment
6. Prevention
7. Selected links

## Treatment

Treatment is based on medicines to relieve symptoms whilst you use Relievers. Also, if necessary, inhaled corticosteroids may be added on (Add-on medicines).

## Relievers

Most adults with asthma use Relievers less than once a day.

Salbutamol and terbutaline are known as beta-2 agonists. They cause the muscles of the airways to relax, which helps to reduce inflammation in the airways. There are several different brands of Relievers available.

Search

Go

Tools

- Alphabetical index
- Common health questions

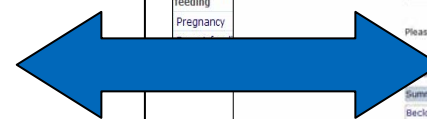
**Bienvenue**

**Medicine Guides**

The list of medicines below is a combination of the generic drug names (scientific name for the active ingredient of the medicine) and the various brands (company names for the medicine) available in the UK. The name provides a link to a separate website that provides detailed medicines information and in some cases animations (moving pictures). The information is provided as part of an on-going medicine information project between NHS Direct and Datapharm Communications Ltd. and others, including patients.

If you are taking one of the medicines listed for a different condition or your medicine for this condition is not listed speak to your prescriber, GP or pharmacist or contact NHS Direct 0845 464 47.

- Accolate
- AeroBec
- Alupent
- Alvesco
- Aminophylline
- Asmanabec
- Asmanax
- Asmasal
- Atrovent
- Bambec
- Bambuterol
- Becloazone
- Becloforte
- Beclometasone
- Becodisks
- Becotide
- Bicanal
- Budesonide
- Budesonide/Formoterol
- Ciclesonide
- Cromogen
- Deltacortol
- Deltastab
- Depo-Medrone
- Dexamethasone sodium phosphate
- Dextsol





Medicine Guides

HOME SERVICES HELP CONTACT

Home > Browse [a-z] > Becloforte

Becloforte - Home

**Becloforte - Home**

How to use your medicine

Your medicine dose

When to take your medicine

How to take your medicine

Taking too much of your medicine

Stopping your medicine

Looking after your medicine

Warnings

When not to take your medicine

When to use special care

Side-effects

Interactions with other medicines

Complementary medicines

Driving and machinery

Diet

Alcohol

Pregnancy and breastfeeding

Pregnancy

Becloforte (bek-LOE-fort) is a medicine which is used in asthma. Becloforte contains beclometasone. It is made by Allen & Hanburys.

In asthma, Becloforte works in the air passages of the lungs. Becloforte helps prevent inflammation and keep the airways open, making it easier to breathe. You should continue to take your Becloforte even if you feel that your asthma is under control.

If you are also using a fast-acting bronchodilator inhaler, you should use it before you use your Becloforte inhaler. The fast-acting bronchodilator will help to open up the air passages. This will make it easier for you to inhale Becloforte into your lungs.

Additional Information for Becloforte

This page provides additional information about this medicine and will be added to over time.

**How to use your Metered Dose Inhaler**

Click play to start video

**How to use your inhaler**

This animated video demonstrates the correct way to use your inhaler.

To listen to the voiceover you will need your speakers switched on.

Please note that the colouring of the inhaler within the video is generic and may differ from the colour of the device you are using.

Click to download the transcript of the video.

Please take a moment to complete our [Additional Information feedback questionnaire](#).

Summaries of Product Characteristics (SPCs) and Patient Information Leaflets (PILs) for this medicine.

Summaries of Product Characteristics	Patient Information Leaflets
Becloforte Inhaler Last updated on the eMC: 1-Feb-06	Becloforte Inhaler Last updated on the eMC: 2-Feb-06

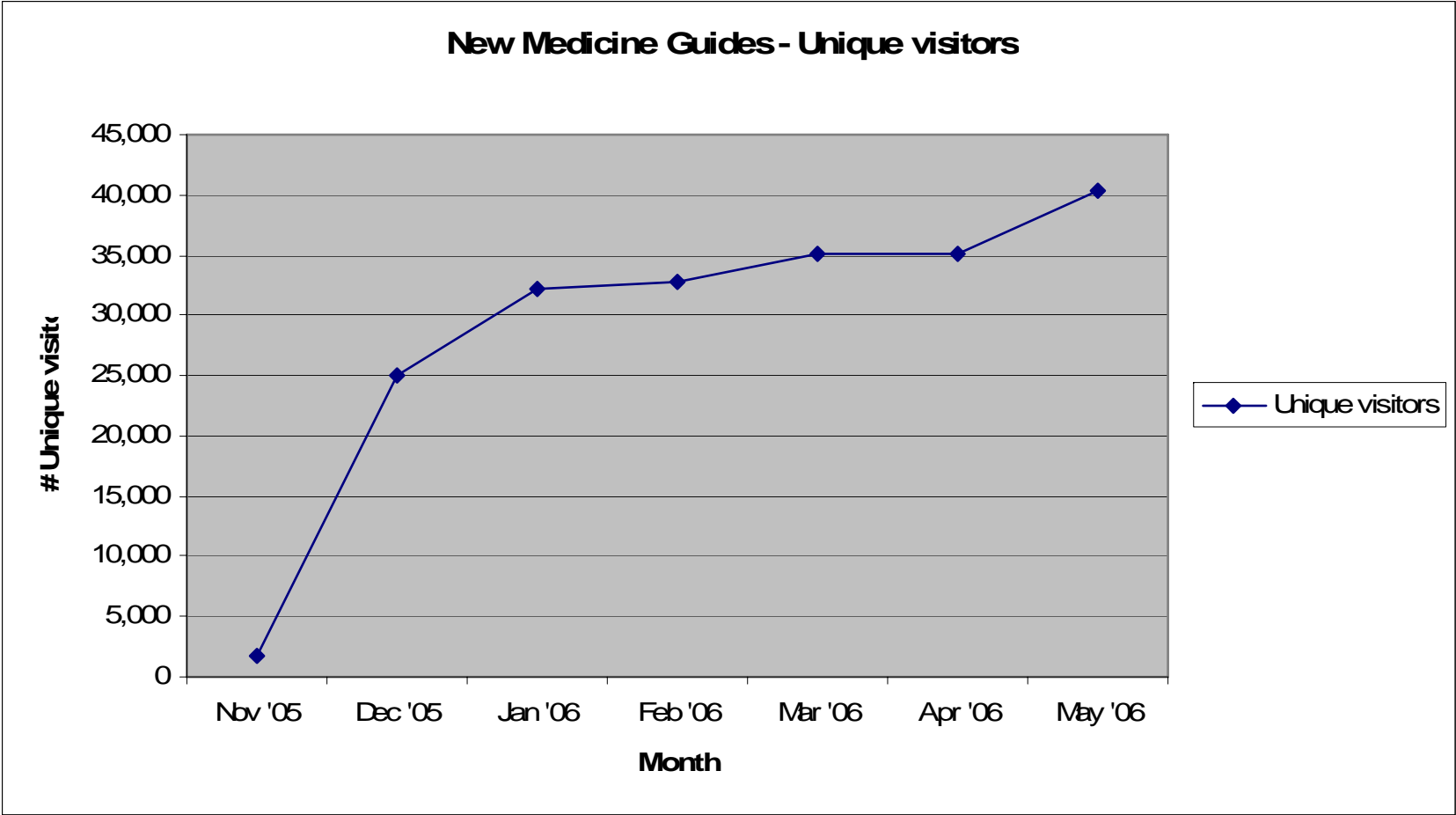
These documents are required by law and are approved by the manufacturers who produce the medicine and the regulatory body who approved it for medical use. The SPC is quite technical and written for the benefit of healthcare professionals, however you may find it useful for further information. If there is more than one option this will be due to the different forms of the medicine that are available (tablet, capsule, injection for example).

People access Medicine Guides by four main routes

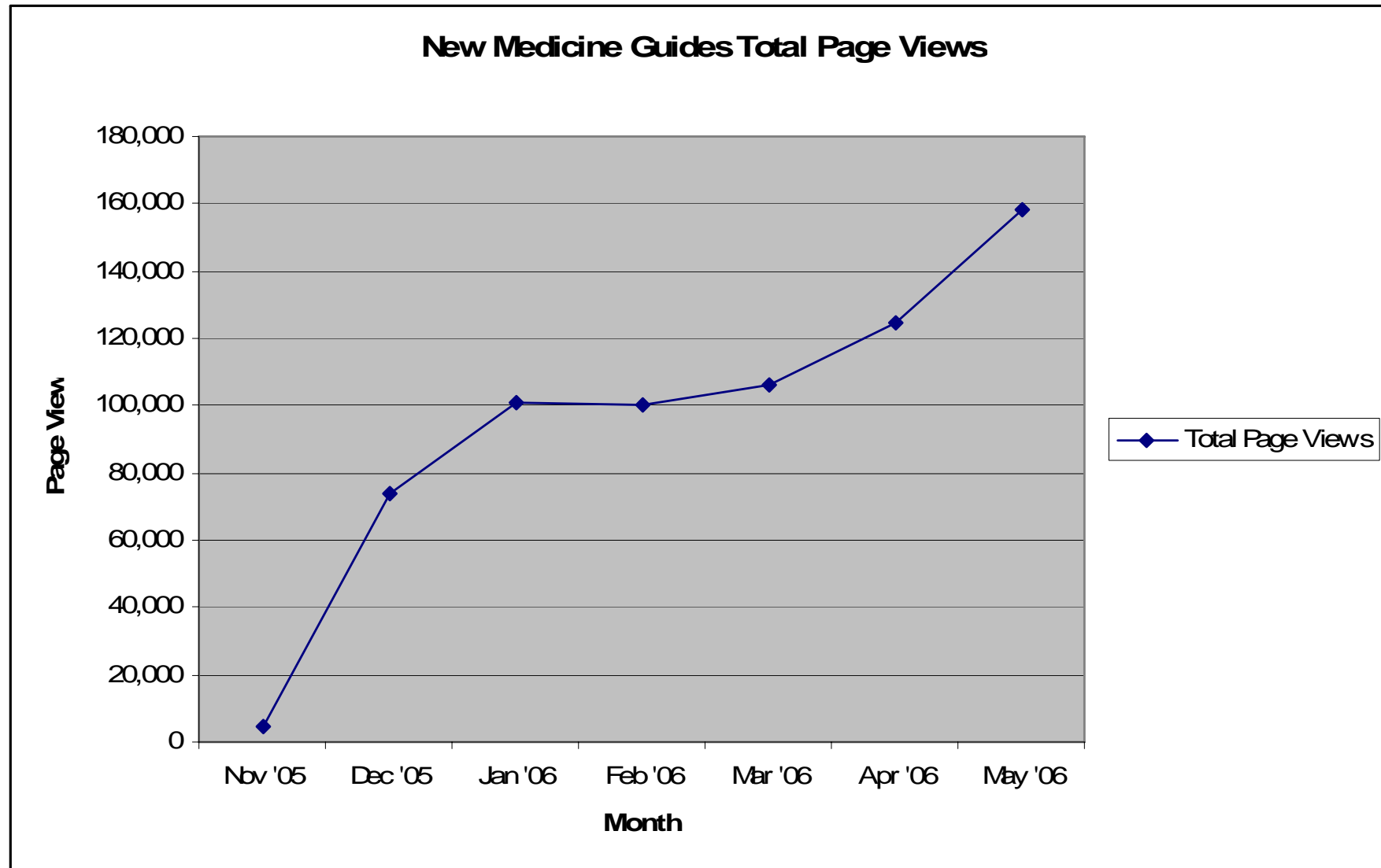


Google	74% of users
<a href="http://www.nhsdirect.nhs.uk">www.nhsdirect.nhs.uk</a>	10% of users
<a href="http://www.medicines.org.uk">www.medicines.org.uk</a>	9% of users
Other search engines	7% of users

# Unique Visitors Increasing



Total page views increasing



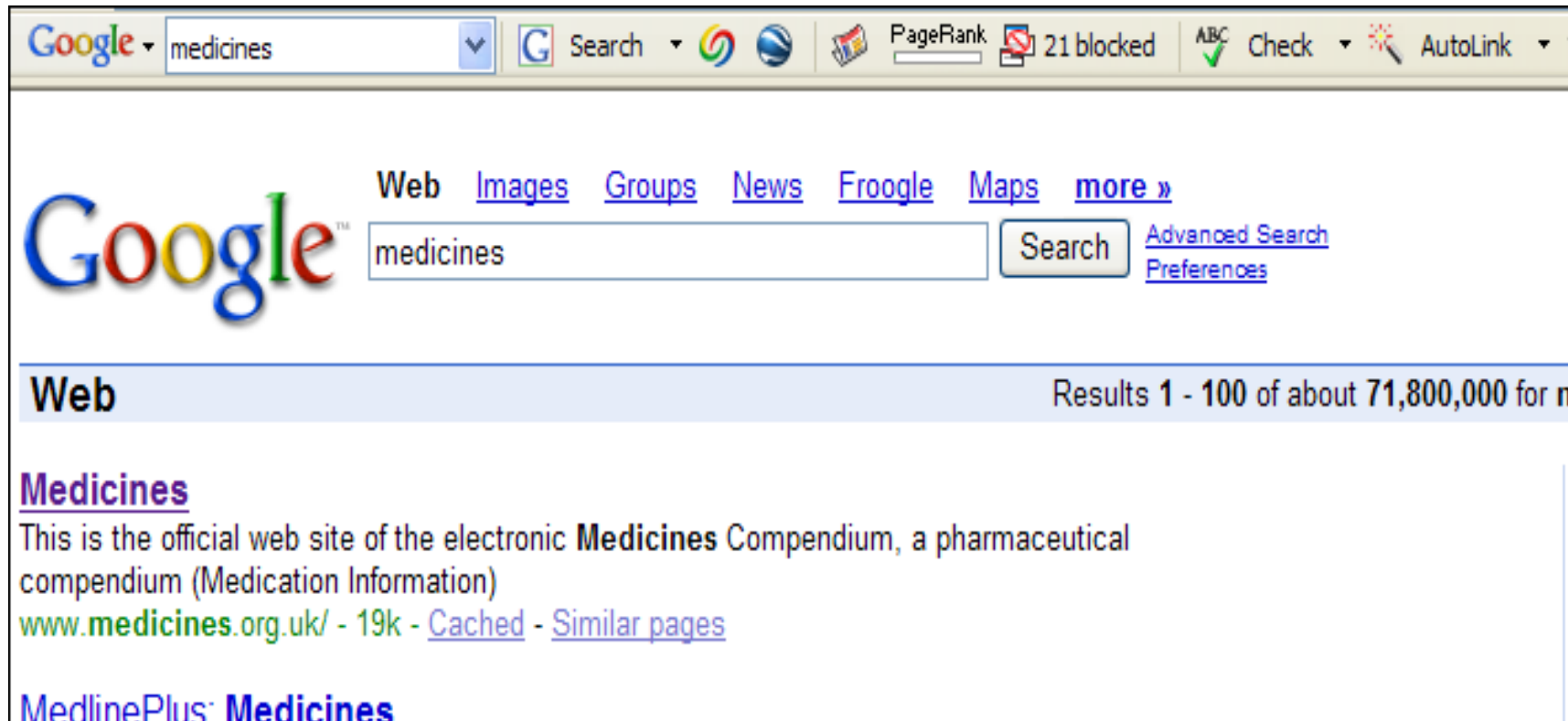
## Publishing Status



<b>Condition</b>	<b>Number of Guides</b>	<b>Date published</b>
Chronic Lung Disease	68	October 2005
Rheumatoid Arthritis (Gout and Osteoarthritis)	209	April 2006
Indigestion and Ulcers	55	May 2006
Depression and Anxiety	109	July 2006
*Controlled Drugs	12	August 2006
Cardiovascular and Vascular	438	October 2006
Diabetes	80	November 2006
*Response to Shipman Report		

Companies not participating in the Medicine Guides project who wish to have Medicine Guides for their products included in the above conditions should contact Louise Healy  
(E-mail: [lhealy@medicines.org.uk](mailto:lhealy@medicines.org.uk))

# Web Optimisation



**Medicine Guides enable users to access reliable and up-to-date information about individual medicines and reinforce the central value of eMC to industry**

# Web Optimisation



Google [Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) [more »](#) [Sign in](#)

lipitor  [Advanced Search](#)  
[Preferences](#)

Search:  the web  pages from the UK

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**Web** Results 1 - 10 of about 230,000 for **lipitor** [definition]. (0.03 seconds)

[Dangers of Lipitor](#) Sponsored Link  
[naturaltestimonials.com](http://naturaltestimonials.com) Hear What Works From Real People Alternative Medicine Forum

Refine results for **lipitor**:

[Drug uses](#)   [Interactions](#)   [For patients](#)   [From medical authorities](#)  
[Side effects](#)   [Warnings/recalls](#)   [For health professionals](#)

[Lipitor - Medicine Guide](#)  
This is the Medicine Guide for **Lipitor**. **Lipitor** is a medicine which is used in hyperlipidaemia. It helps to lower cholesterol and triglyceride in the blood.  
[medguides.medicines.org.uk/displaypage.aspx?i=69&t=medicine](http://medguides.medicines.org.uk/displaypage.aspx?i=69&t=medicine) - 95k -  
[Cached](#) - [Similar pages](#)

Sponsored Links

[Cholesterol Information](#)  
A complete guide to Cholesterol and Heart Health.  
[www.HeartAuthority.com](http://www.HeartAuthority.com)

[Free Medicines Info](#)  
Free medicines & disease info for healthcare professionals  
[www.medisys.com](http://www.medisys.com)

[Cholesterol Solutions](#)  
How I lowered my cholesterol from

# Web Optimisation



A screenshot of a Google search for the keyword 'lipitor'. The search bar shows 'lipitor' and the search button is visible. Below the search bar, there are navigation links for 'Web', 'Images', 'Groups', 'News', 'Froogle', and 'more'. The search results are displayed under the heading 'Web' and show 'Results 1 - 10 of about 230,000 for lipitor [definition]. (0.03 seconds)'. The first result is a sponsored link from 'naturaltestimonials.com' titled 'Dangers of Lipitor'. Below this, there are links to refine results for 'lipitor', including 'Drug uses', 'Interactions', 'For patients', 'From medical authorities', 'Side effects', 'Warnings/recalls', and 'For health professionals'. The second result is a 'Lipitor - Medicine Guide' from 'medguides.medicines.org.uk'. To the right of the search results, there are two more sponsored links: 'Cholesterol Information' from 'www.HeartAuthority.com' and 'Free Medicines Info' from 'www.medisys.com'. A third sponsored link, 'Cholesterol Solutions', is partially visible at the bottom right.

[www.medicines.org.uk](http://www.medicines.org.uk) is ranked highest for a search with the keyword 'medicines'.

In a Google search for an individual medicine, by brand or generic name:

- 99% of all Medicine Guides are ranked in the top 10
- 78% of all Medicine Guides are ranked in the top 5
- 56% of all Medicine Guides are ranked in the top 3
- 28% of all Medicine Guides are ranked 1st

# Web Optimisation

## – what this means



The Internet and digital communications are becoming the predominant means of disseminating information about medicines.

This includes traditional publishers e.g. BMJ, reference information (eMC and BNF) and research (Medline).

Google is the dominant search engine and invests a lot in health related information (see new co-op filters)

Most pharma companies have little or no strategic plans for Internet with the resultant effect that:

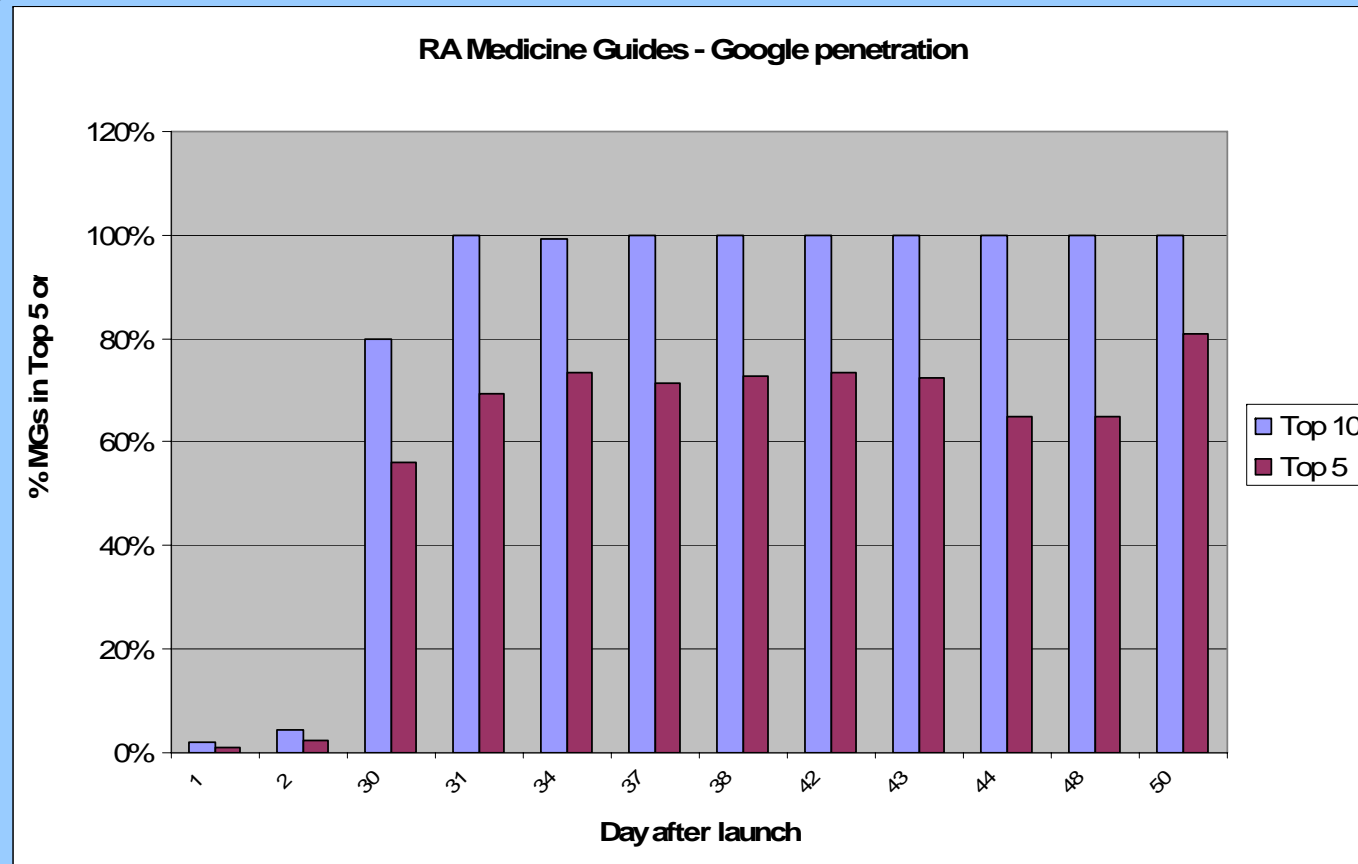
- Brands are being 'lost' on the web
- Lost = attacked, redirected, hi-jacked, falsely owned
- Effect is that all the things marketing hold dear (awareness, brand image) are being corrupted
  - E.g. Lipitor, Zoton

# Web Optimisation

– what this means – Medicine Guides



Medicine Guides rapidly achieve a 'safe harbour' and the more we publish the more we can achieve:



# Web Optimisation

## – what this means – Medicine Guides



Medicine Guides are valued commentary for medicines – backed by NHS and many other groups:

You know what you are getting – no surprises, no questionable judgements, no bias

Medicine Guides link through to other information such as PILs (and soon X-PIL)