Yellow Card Reporting – Engaging with patients
Contents

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• Patient reporting development
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• Working with YCCs to increase awareness
A side effect of your medicine?

You can report it using YellowCard

You can report suspected side effects:
- online at www.yellowcard.gov.uk
- or using a Yellow Card form.

Pick up a leaflet for more information

This pharmacy supports the Yellow Card Scheme.
The Evolving Scheme

Extensions to Scheme:

- Started 1964 – Doctors & Dentists
- Coroners (1969)
- Pharmacists (April 1997 & Nov 1999)
- Nurses, midwives and health visitors (2002)
- Patient reporting pilot scheme UK-wide (2005)
- Patient reporting established – Feb 2008

Today, reports can be submitted by:

- Paper Yellow Card form
- Electronic Yellow Card form on [www.yellowcard.gov.uk](http://www.yellowcard.gov.uk)
- Telephone
Yellow Card Strategy

- 2004 review of scheme → Yellow Card strategy
- Recommendation to introduce patient reporting
- Focus on:

  - **Education**: About the importance of Yellow Card reporting
  - **Motivation**: The need to develop and maintain promotion and communication strategies for the scheme
  - **Facilitation**: Increasing access to the scheme to meet the needs of reporters e.g. electronic reporting
  - **Promotion**: Approaches to incentivise reporting through acknowledgment and feedback
Patient reporting - 2008

- Engaging with patient groups and charities to promote the scheme
- 6 week campaign, supported by RPSGB, in community pharmacies – poster and leaflet distribution
- Launch of redeveloped electronic Yellow Card
- Engagement with the media important
  - Good coverage received esp. from BBC
Updated Electronic Yellow Card

- Simple to complete
- Registering on the site is optional
- The Yellow Card can be saved at any time for completing later
- Tested by patient groups
- *Easier for us too*
Patient awareness and involvement

• Improving visibility of links to eYC and accuracy of data on external websites
  • NHS Choices
  • Medicines.org/electronic Medicines Compendium
  • MIMS

• Accessibility – translation of basic information into 10 most commonly requested languages
Yellow Card campaigns

- 142,000 patient Yellow Cards distributed
- Displays in GP surgeries across the UK (~200)
  - A0 poster shown on screen
  - 30 second advert shown regularly on The Life Channel
Taking a medicine?
Stakeholder Communications
- Patients

Report adverse medicines events
www.yellowcard.gov.uk

Help make medicines safer for everyone

Pick up a leaflet or visit www.yellowcard.gov.uk
Yellow Card Trends

• Important to understanding impact on ADR reporting

• Trends regularly reviewed

• Presented to CHM and PEAG

• Comparison between reports from health professionals and patients

• Used to shape policy and initiatives
Reporting Rates

Spontaneous ADR reporting by source 2004-2010 (including pandemic reports)

- No. reports/year
- Cumulative reports

- Patient
- HCP
- Industry

Note: Patient reporting was introduced in Jan 2005
Patient Reporter Types 2005-2010

- **Carer**
- **Parent**
- **Patient**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Reports</th>
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<td>2005</td>
<td>1000</td>
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<td>3000</td>
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Direct Electronic Yellow Card Reporting 2007-2010

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<td>1487</td>
<td>6665</td>
<td>574</td>
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</table>

- Paper
- Electronic
Regional Yellow Card Centres

- 5 regional centres in UK – Northern and Yorkshire, North West, West Midlands, Wales and Scotland
- Based in hospitals, usually in pharmacy alongside the Medicines Information Service
- Originally established to provide advice, training, education for health professionals
- Presence at local conferences/exhibitions/events
- Increasing role in raising awareness and speaking to patient groups and charities
Public Health Campaign via community pharmacies across Scotland
(3rd January to 7th February 2011)

Did you know that herbal medicines may cause side effects just like prescription and over the counter medicines?

You can report side effects to herbal medicines (and any other medicines) to the Yellow Card Scheme, the UK system for monitoring side effects of medicines.

Please see your pharmacist or visit www.yellowcard.gov.uk for details.

Information for Community Pharmacists About Herbal Medicines

Precautions:
1. Herbal medicines contain elements (phenolic and flavonoid compounds) that may induce an allergic reaction.
2. They often contain plant extracts that are known to have a stimulating or toxic effect.
3. They may be used as remedies for common symptoms.
4. Patients must be informed of possible adverse effects.
5. Advice should be sought on the use of herbal medicines by the GP.

Pharmacist:
1. Confirm the patient’s history and medical history.
2. Consider the patient’s age and weight.
3. Check the patient’s allergic history.
4. Ask the patient about any medication they are taking.
5. Inform the patient that herbal medicines may interact with other drugs.

What is the MHRA?
The Medicines and Healthcare products Regulatory Agency (MHRA) is a UK government body. Its principal aim is to protect the public’s health. It does this by making sure that medicines and medical devices work properly and are accessible.

Where any possible problem is found, the MHRA takes prompt action to protect the public and reduce risk.

For more information about the MHRA:
visit www.mhra.gov.uk
or telephone 020 7265 2300

A side effect of your medicine?

If you have a symptom which you think may be a side effect of your medicine:

1. Check the patient information leaflet supplied with your medicine. This lists the known side effects, and you can check if it is safe to continue.
2. Ask your doctor or pharmacist for advice.
3. You can report the side effect using Yellow Card, especially if it is not mentioned in the patient information leaflet.
4. Always talk to your doctor if you have any symptom that worries you.

How to report a suspected side effect

There are three ways to use this Yellow Card scheme:

1. Use the online Yellow Card at www.yellowcard.gov.uk
   This is the easiest way to make a report, if you have access to the internet.
2. Ask your pharmacist for a Yellow Card form which you can complete and post.
3. Call the Yellow Card hotline on 0300 123 3352
   You can report suspected side effects of any medicine or herbal remedy, whether it was prescribed by your doctor or bought without a prescription.

What happens to Yellow Card reports?

The MHRA (your overhead) collects Yellow Card reports from people taking medicines, as well as from healthcare professionals such as doctors, pharmacists and nurses. These reports are used to identify side effects and other problems which might not have been known about before. If a new side effect is found, the MHRA will review the way that the medicine can be used, and the warnings that are given to people taking or using it.

The information you provide will be kept safe, secure and confidential. No details that could identify you will be passed on without your permission.
Meetings with Patient Support Groups ~30 last year

- Diabetes
- Prostate
- Osteoporosis
- Respiratory
Why is it important?

Signals – Regulatory Action

- In the past 2 years 53 signals have included patient reports
- 15 of which the index case was from a patient
Thank You