

# Medicines Optimisation **intervention brief**

<b>TITLE?</b>
Rationalisation of emollients
<b>WHAT?</b>
<ul style="list-style-type: none"> <li>Promote use of lower acquisition cost alternatives for emollients prescribed in high volume across WHCCG.</li> <li>Reduce use of aqueous cream.</li> </ul>
<b>WHY?</b>
<ul style="list-style-type: none"> <li>There is currently high use of expensive products with no evidence for advantage over lower cost alternatives.</li> <li>Aqueous cream is no longer recommended due to the sodium lauryl sulfate (SLS) content but use of this product within WH CCG remains high.</li> </ul>
<b>WHO?</b>
<ul style="list-style-type: none"> <li>All patients currently prescribed Aqueous cream, E45 cream, Diprobase cream, Doublebase gel, Epaderm ointment and Aveeno cream.</li> <li>Aveeno cream is subject to ACBS criteria: <ul style="list-style-type: none"> <li>Endogenous and exogenous eczema, xeroderma, ichthyosis and senile pruritus associated with dry skin.</li> <li>A definite diagnosis for one of these conditions should be confirmed before switching patients to Zeroveen.</li> <li>Where the patient does not have a condition that is covered by these criteria but still requires treatment with an emollient, an alternative lower cost product that does not contain oatmeal should be prescribed.</li> </ul> </li> <li>Patients prescribed Cetraben cream, Epaderm cream and Diprobase ointment may also be considered for a switch to a similar product.</li> </ul>
<b>TIPS?</b>
<ul style="list-style-type: none"> <li><b>ALL</b> practice staff should be made aware of this switch as it is a topic that patients may choose to discuss with any of them. This includes GPs, practice nurses, healthcare assistants, prescription clerks, reception staff and also community teams working with the practice.</li> <li>Patients and healthcare professionals should be made aware of the MHRA alert<sup>1</sup> Safe use of emollient skin creams to treat dry skin conditions and its resources.</li> </ul>
<b>HOW?</b>
<ul style="list-style-type: none"> <li>Search for all patients on the relevant products and switch to the alternative as shown below: <ul style="list-style-type: none"> <li>Aqueous cream to ZeroAQS</li> <li>E45 cream to Zerocream</li> <li>Diprobase cream to Epimax cream</li> <li>Epaderm ointment to Zeroderm ointment</li> <li>Doublebase gel to Isomol gel</li> <li>Aveeno cream to Zeroveen</li> </ul> </li> <li>Each patient will need to be reviewed and switched individually.</li> </ul>
<b>SO WHAT?</b>

- Achieve better value for money.

#### **FURTHER INFORMATION**

- <sup>1</sup> <https://www.gov.uk/guidance/safe-use-of-emollient-skin-creams-to-treat-dry-skin-conditions#further-advice-and-resources>
- Optional switches to a similar product:
  - Cetraben cream to Zerocream
  - Epaderm cream to Epimax cream
  - Diprobase ointment to Fifty:50 ointment