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# Over The Counter (OTC) summary update report for 2010 to 2012

**Author:** Gareth Holyfield, Principal Pharmacist in Public Health

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**Purpose and Summary of Document:**

Following previous reports in 2007 and 2009, this document provides a summary update of the ongoing monitoring of branded over the counter (OTC) products available from community pharmacies across Wales. It compares OTC supply in Wales with groupings of health boards or similar organisations in SE England, NE England, N Ireland and Scotland.

Data on the sale of OTC medicines from community pharmacies across Wales are not routinely available to the NHS. IMS Health is a commercial data company that captures invoice records for the majority of community pharmacies across the UK, and is used as a proxy to monitor the sales of OTC medicines from pharmacy. At the end of 2009, new IMS data was made available reflecting the many health boundary changes across the UK, and this report utilises these new Primary Care Organisation boundaries in this summary update – with data between January 2010 and December 2012.

Using a combination of graphical and statistical analyses, this report tracks recent sales and supply data to aid comparison across the different UK regions.

**Work Plan reference:** PLA

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Many thanks to Ceri Foley for her support in data extraction, prior to final analyses.

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# 1 Introduction

In July 2005, the Community, Primary Care and Health Services Policy Directorate of the Welsh Assembly Government commissioned Pharmaceutical Public Health to monitor the sale of selected medicines sold over-the-counter (OTC) from pharmacies across Wales. The purpose of the work was to track changes in the purchase of OTC medicines supplied on prescription across NHS Wales and the work led to the production of two comprehensive NHS Wales reports. This report aims to provide a summary update of the continued monitoring of these selected OTC pharmacy medicines.

To undertake the work, access to both prescribing and pharmacy medicines sale data was required.

- Data for medicines prescribed on NHS prescriptions in primary care in Wales are captured by NHS Shared Services Partnership (Primary Care Services) and are available for interrogation utilising the Comparative Analysis System for Prescribing Audit (CASPA) database.
- Data on the sale of medicines from community pharmacies across Wales are not routinely available to the NHS but IMS Health, a commercial data company, captures invoice records for the majority of community pharmacies across Wales. The data captured represent market sell-in i.e. transactions between wholesalers and pharmacies and thus provides the most comprehensive data set available for OTC sales. The IMS database also permits comparison with other areas in the UK and is used as a proxy to monitor sales of OTC medicines from pharmacy.

## 2 Data analysis

Using a combination of CASPA (for prescribed) and IMS (for pharmacy and OTC supplies), this updated report contains the following data analyses:

- **Analysis 1. Pharmacy (P) medicines (basket of 5) prescribed in primary care (CASPA)**
- **Analysis 2. Pharmacy (P) medicines (basket of 5) supplied through pharmacy (IMS)**
- **Analysis 3. General sales list (GSL) medicines (basket of 21) sold through pharmacy (IMS)**

Since the previous 2007 and 2009 reports, there have been many changes to the core data sets utilised in their production:

- The 22 LHBs in Wales have been consolidated into 7 Health Boards, which has removed the ability for comparison between most deprived and least deprived groups of 5 LHB/Local Authority areas.
- Boundary changes have taken place in all countries and regions across the UK but these have been matched as closely as possible to previous reporting by population.
- The GSL basket of 22 medicines is now 21 due to the product withdrawal of Lemsip Children.
- The P basket now contains 5 products due to discontinuation of simvastatin P.
- These OTC data were analysed in calendar year format and designated with the corresponding year i.e. 2010, 2011 and 2012.

## 3 Statistical analysis

Data were presented as items or packs supplied and also expressed as items per 1000 population to allow comparison between the different geographic regions of the UK.

Bar charts or box plots were used to demonstrate year on year trends and analysis undertaken using SPSS v17.

## 4 Product selection

This report monitors the sale from community pharmacies of the following medicines (**Table 1**) available as pharmacy only (P) medicines defined by the particular brand. Generic versions of such products were not included in the analysis as they may have been used for dispensing against prescription:

**Table 1**

<b>Name of medicine</b>	<b>Product brand(s)</b>	<b>Reclassification</b>	<b>Typical indication</b>
Chloramphenicol eye drops and ointment	Optrex Infected Eyes Brochlor Golden Eye (Chlor) Galpharm V	June 2005	Acute bacterial conjunctivitis
Hyoscine butylbromide tablets	Buscopan IBS Relief	July 2004	Gastrointestinal tract spasm
Omeprazole tablets	Zanprol, Omeprazole OTC Heartburn Relief	March 2004	Reflux-like symptoms
Ranitidine tablets	Gavilast, Gavilast-P, Zantac 75 relief, Zantac 75 relief (dissolve), Ranzac.	Pre-2000	Heartburn, Indigestion, Hyperacidity
Sumatriptan	Imigran Recovery	May 2005	Migraine relief

These listed products were selected for monitoring because they have unique, identifiable product packs that could be readily identified in the IMS Health database.

In addition, the sale of a basket of 21 medicines typically used to manage minor ailments such as coughs, colds and pain was monitored. The products in this basket were the same as those originally selected in previous reports, as widely used products with household names (except for one product that has been discontinued). The 21 named products are:

Anadin Extra (8), Anadin Ibuprofen (4), Anadin Paracetamol (4), Anadin Ultra (4), Beecham All in One (10), Benylin Day & Night (3), Beechams Decongestant+ (1), Beechams Flu Plus (11), Benylin 4 Flu (3), Cold Relief (7), Day Nurse (2), Galpharm Flu Relief (1), Hedex (2), Hedex Extra (2), Hedex Ibuprofen (1), Lemsip(17), Lemsip Max (29), Night Nurse (2), Nurofen Cold & Flu (3), Sudafed Congestion (2), Sudafed Dual Relief (3).

*(figures in brackets denote number of different products within that particular range selected in IMS).* A full listing of all products selected in the basket is included in **Appendix 1**.

## 5 Comparator areas

New data were produced for updated monitoring of these calendar year periods and follows on from the previous reports' methodology to compare All Wales data with Health Boards across Scotland, Health Commissioning Boards in N Ireland, and two selected regions in England (matched as closely as possible by similar population size):

- NE England (population 2,535,000 to include Darlington, County Durham, Gateshead, Hartlepool, Redcar & Cleveland, Newcastle, Northumberland, Stockton on Tees, Sunderland Teaching, N and S Tyneside)
- SE England (population 2,537,000 to include Surrey North, Brighton & Hove, East Sussex & Downs, West Sussex and Hastings & Rother).

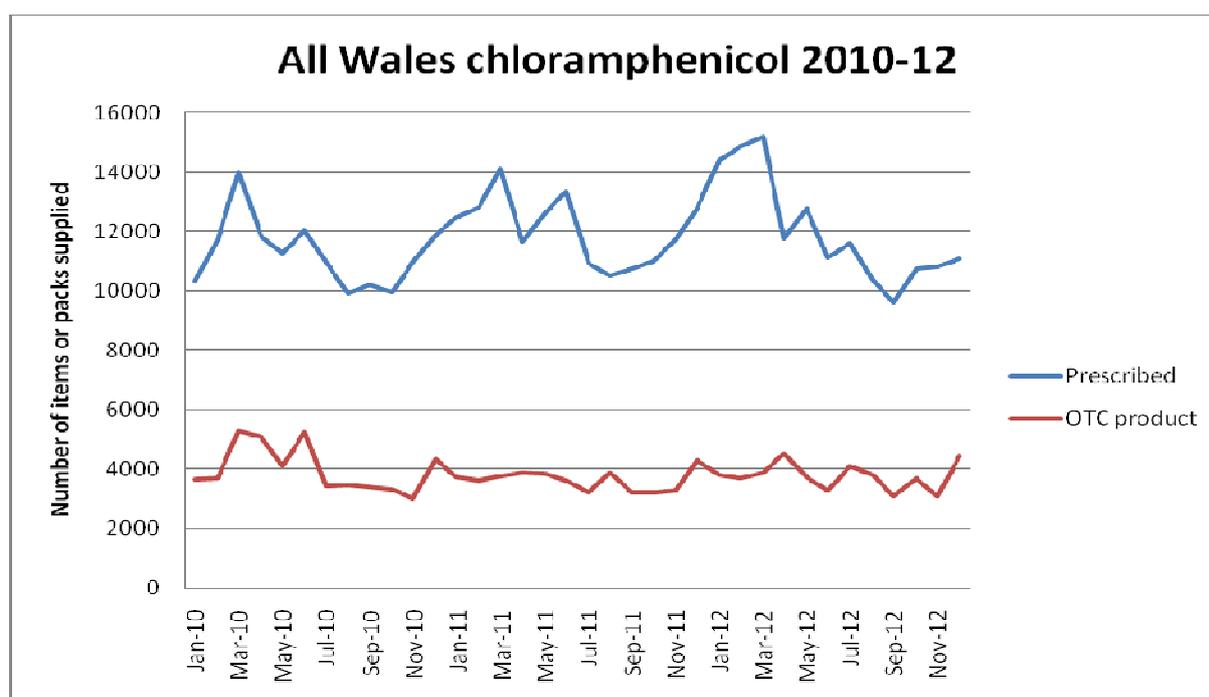
In addition to the number of items, comparative analyses of the IMS data included calculated item supply rates per 1000 population using methodology and manipulation of these data as in the previous reports.

## 6 Results

### 6.1 Chloramphenicol eye drops/ointment

The prescribing trend for chloramphenicol (0.5% eye drops and/or 1% eye ointment) shows continuing evidence (**Figure 1**) of seasonal trends that coincide with the winter months.

**Figure 1 All Wales prescribed and OTC chloramphenicol eye products**

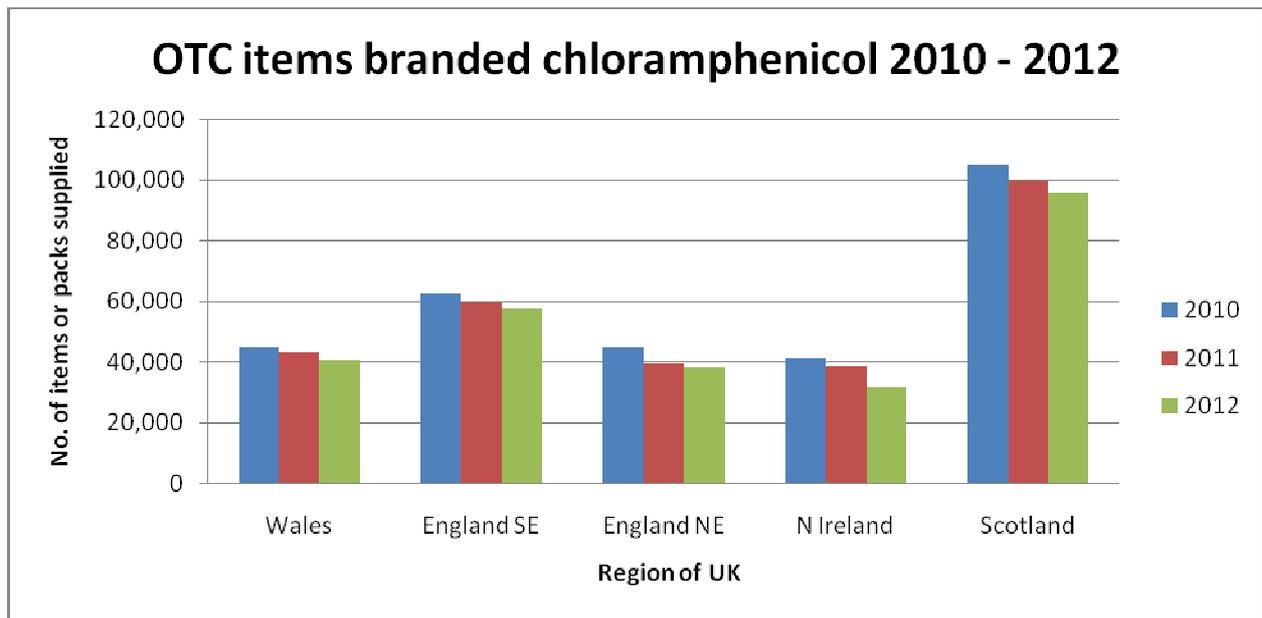


In June 2005, Optrex Infected Eyes (chloramphenicol) became the first antimicrobial agent to be reclassified from a prescription only medicine (POM) to a pharmacy (P) product. Since 2005, new chloramphenicol brands Golden Eye (chloramphenicol), Galpharm V and Brochlor have been introduced (**see Table 1**). The combined sales of these OTC medicines are tracked over a similar period to show comparison with the

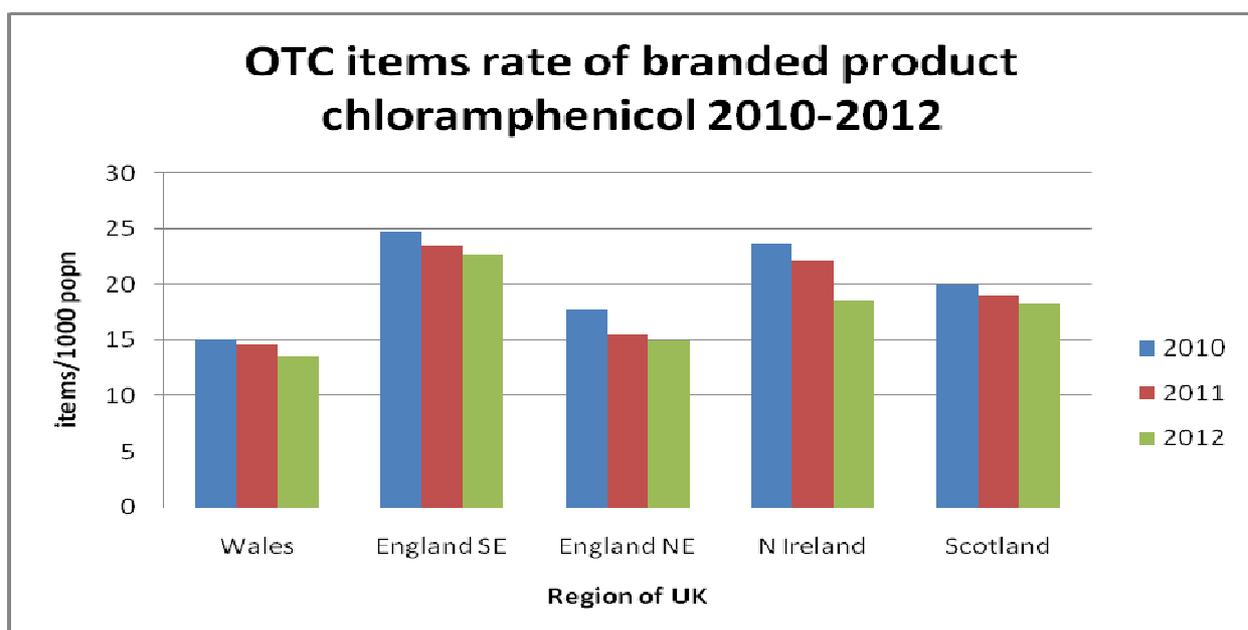
prescribed item (**Figure 1**) and show a similar trend to the prescription product.

The recent combined sales of all these branded chloramphenicol products across Wales, Scotland, N Ireland and both NE and SE regions of England are shown in **Figure 2**, and item supply rate data per 1000 population are shown in **Figure 3**.

**Figure 2 Item numbers of brand chloramphenicol OTC packs by region**

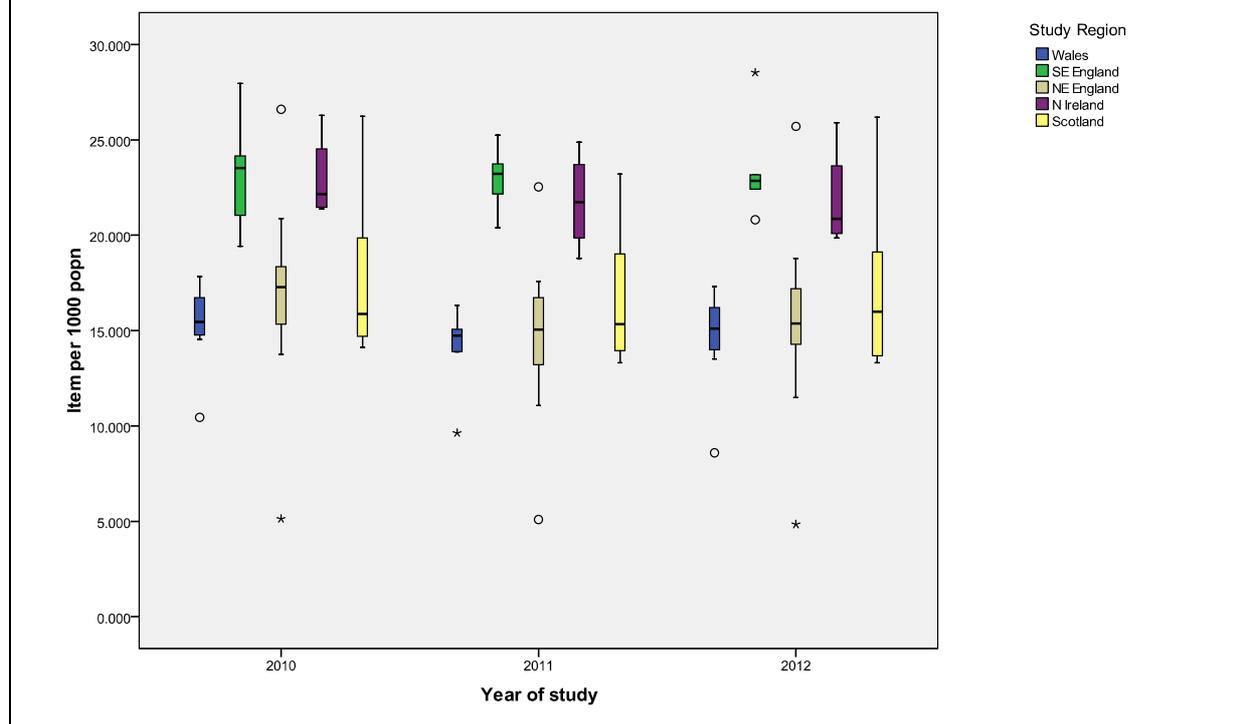


**Figure 3 Items supply rate per 1000 population by region of UK**



Statistical analysis and comparison of these OTC branded chloramphenicol product packs across the five selected regions of the UK show a similar trend for all regions over the three calendar years (**Figure 4**), with slightly higher rates of sales per population in SE England and N Ireland, and slightly lower rates across Wales, Scotland and NE England.

**Figure 4 Boxplot analysis (SPSS) of Brochlor, GalpharmV, Golden Eye (chlor) and Optrex Infected Eyes across 5 regions of the UK**

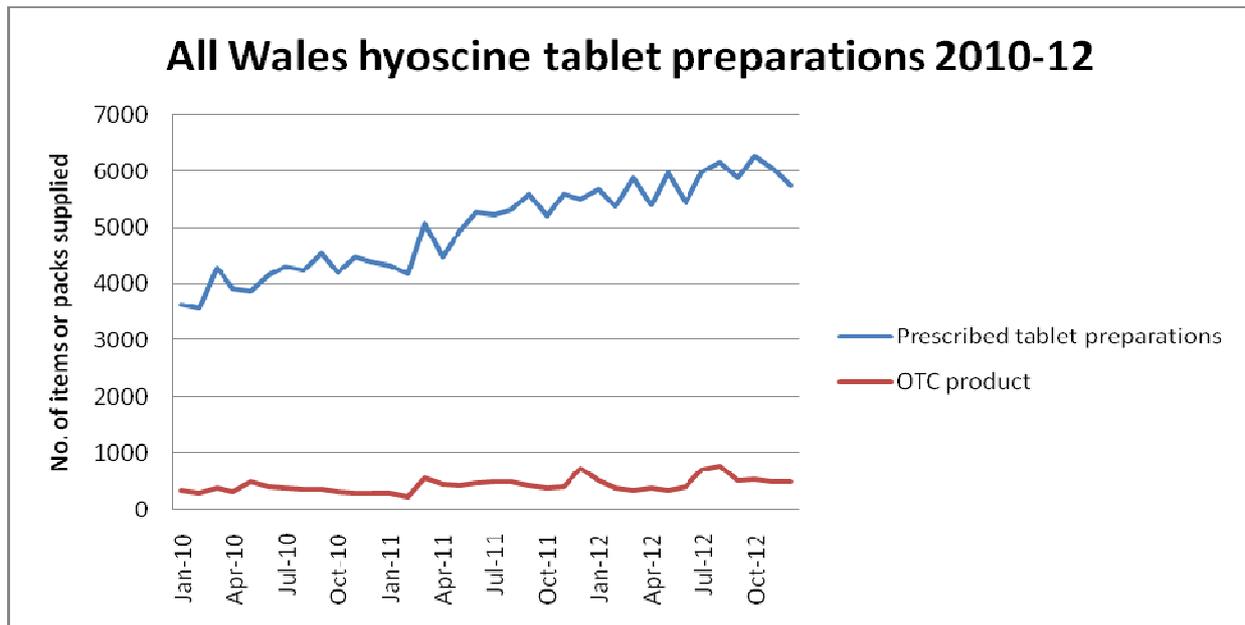


## 6.2 Hyoscine butylbromide

The prescribing trend for hyoscine hydrobromide shows continuing growth and usage (**Figure 5**).

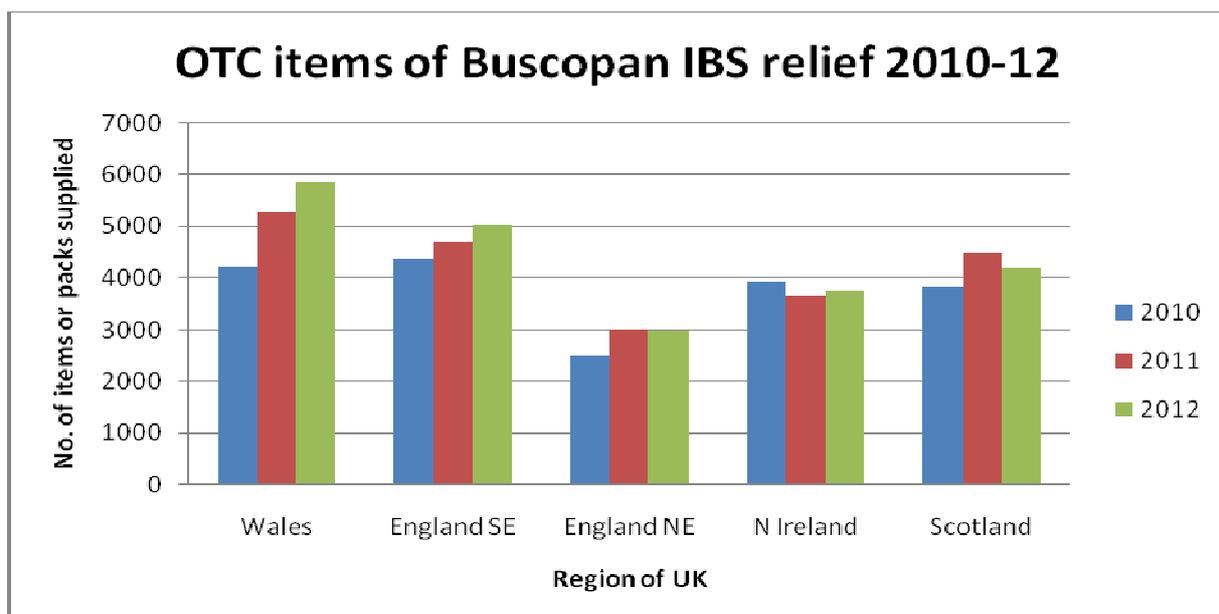
The over the counter product Buscopan IBS Relief (hyoscine butylbromide 10mg) tablets were reclassified from P to GSL in July 2004. Comparison of the sale of Buscopan IBS Relief packs to prescribed hyoscine butylbromide tablets 10mg (items), for the period Jan 2010 to Dec 2012 across Wales (**Figure 5**) reveals greater growth in prescription use, with a little growth in the OTC medicine.

**Figure 5 All Wales prescribed and OTC hyoscine tablet preparations**

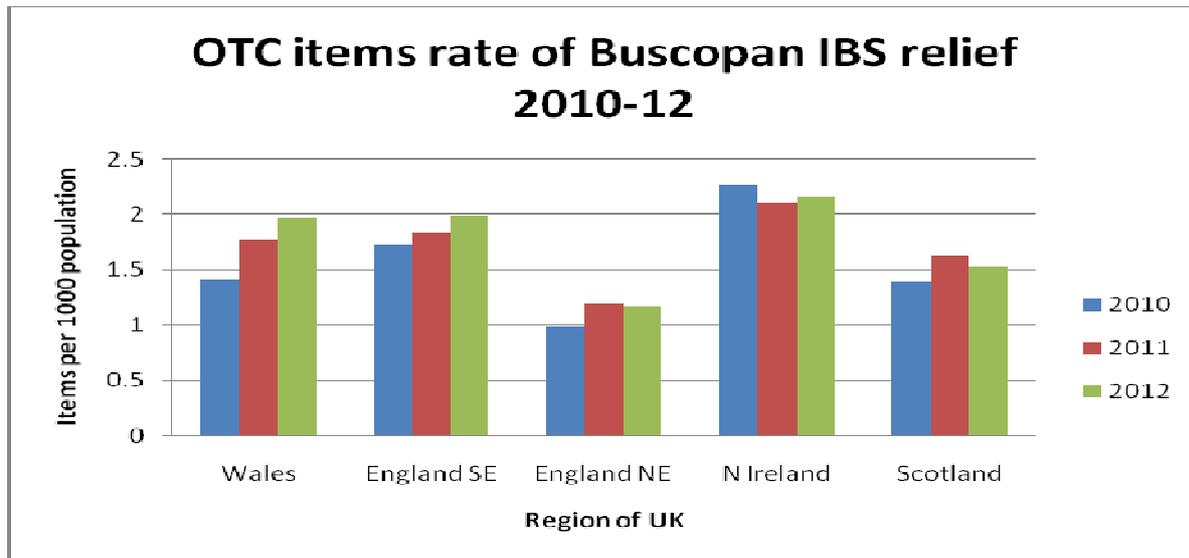


The recent combined sales of all Buscopan IBS Relief products across Wales, Scotland, N Ireland and both NE and SE regions of England are shown in **Figure 6**, and item supply data rate per 1000 population, are shown in **Figure 7**.

**Figure 6 Item numbers of Buscopan IBS relief OTC pack by region**

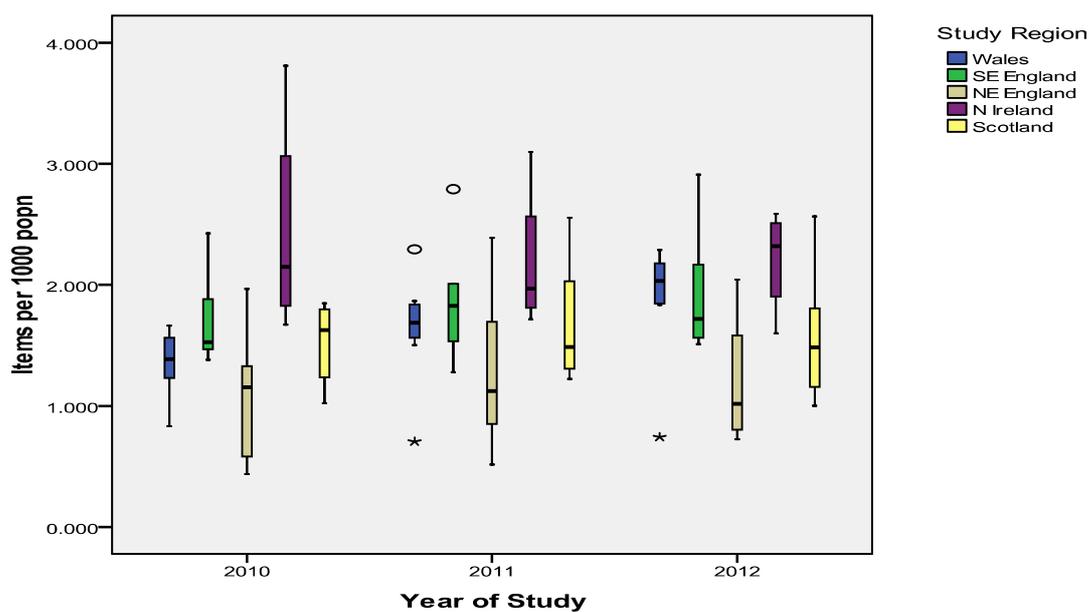


**Figure 7 Buscopan IBS Relief OTC items rate per 1000 population**



Statistical analysis and comparison of the OTC sale of Buscopan IBS Relief in Wales with groupings of PCTs from SE and NE England as well as N Ireland and Scotland, show a similar trend for all five regions over the three calendar years (**Figure 8**). There are slightly higher rates of sales per population in SE England and N Ireland, with slightly lower rates across Wales, Scotland and NE England.

**Figure 8 Boxplot analysis (SPSS) of Buscopan IBS Relief across 5 UK regions**

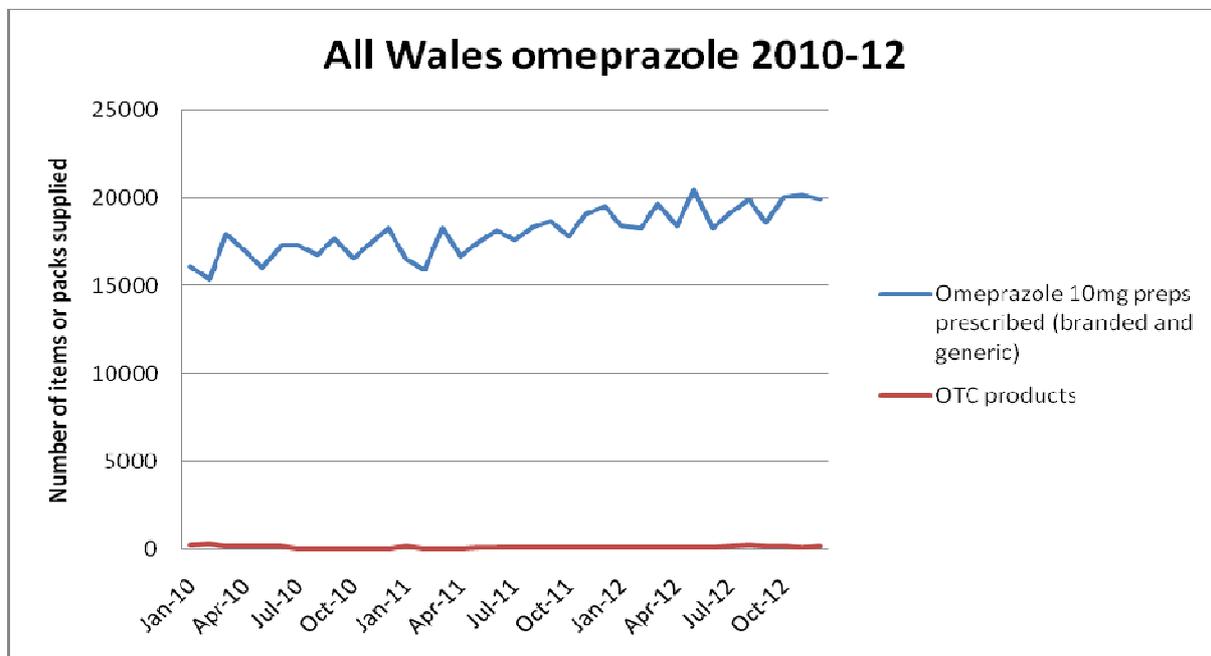


### 6.3 Omeprazole

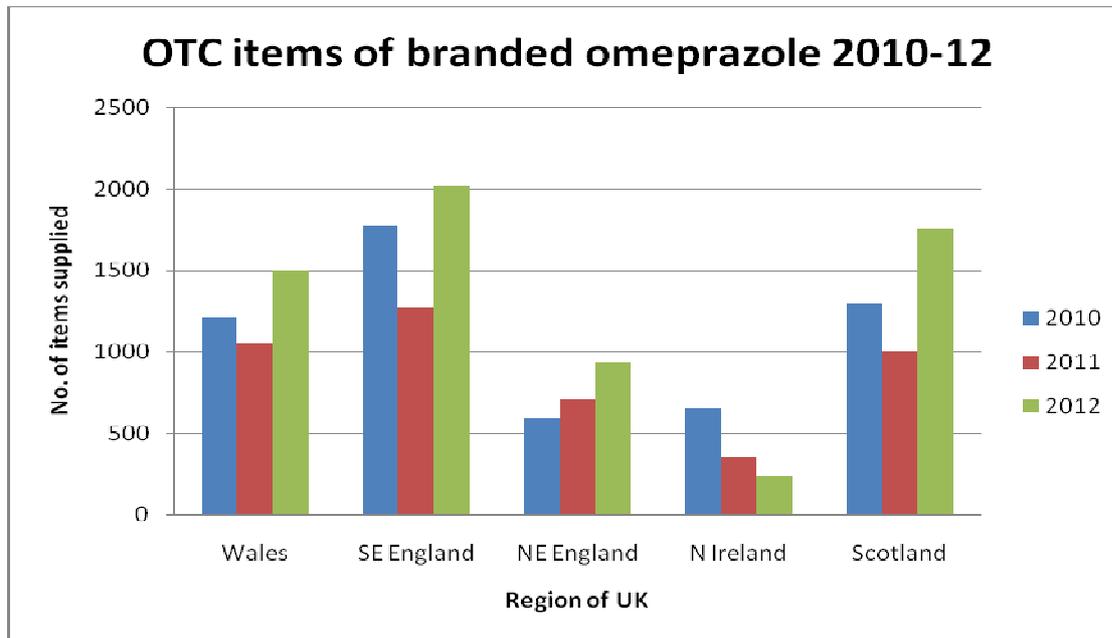
The prescribing trend for omeprazole shows continuing growth and usage across Wales (**Figure 9**) with no discernable variation across the year.

Omeprazole was reclassified from POM to P in March 2004 and comparison of the sale of Zantrol and Omeprazole OTC (items/packs) to prescribed omeprazole 10mg (branded or generic items) reveals a small contribution of sales to overall use.

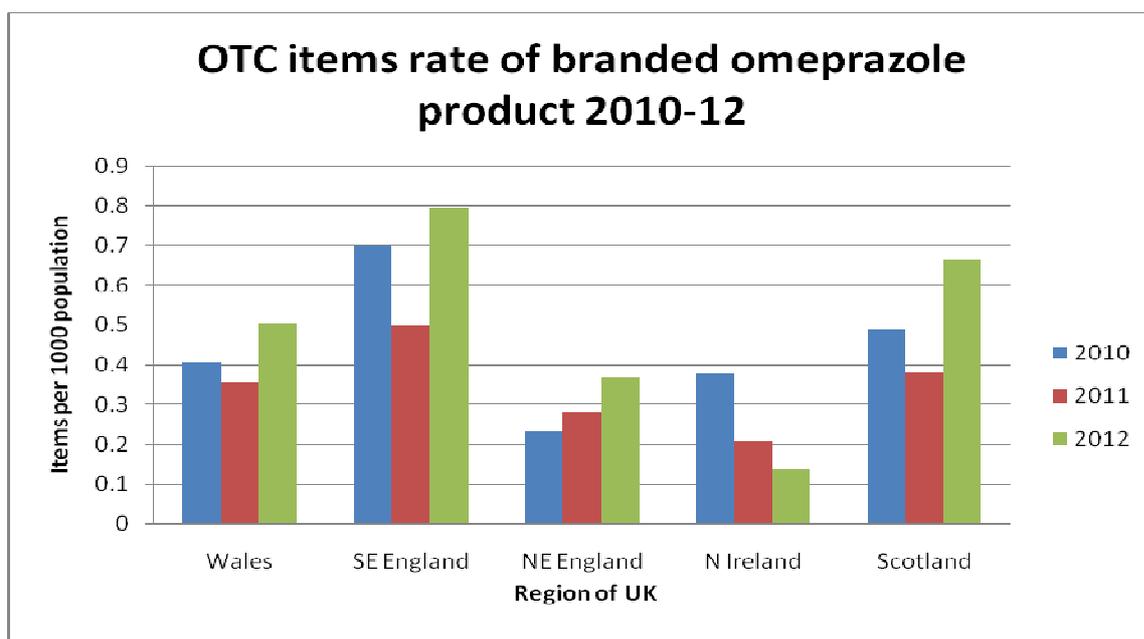
**Figure 9 All Wales prescribed and OTC omeprazole 10mg preparations**



The combined sales of all omeprazole OTC and Zantrol products across Wales, Scotland, N Ireland and both NE and SE regions of England are shown in **Figure 10**, and the item supply data per 1000 population shown in **Figure 11**.

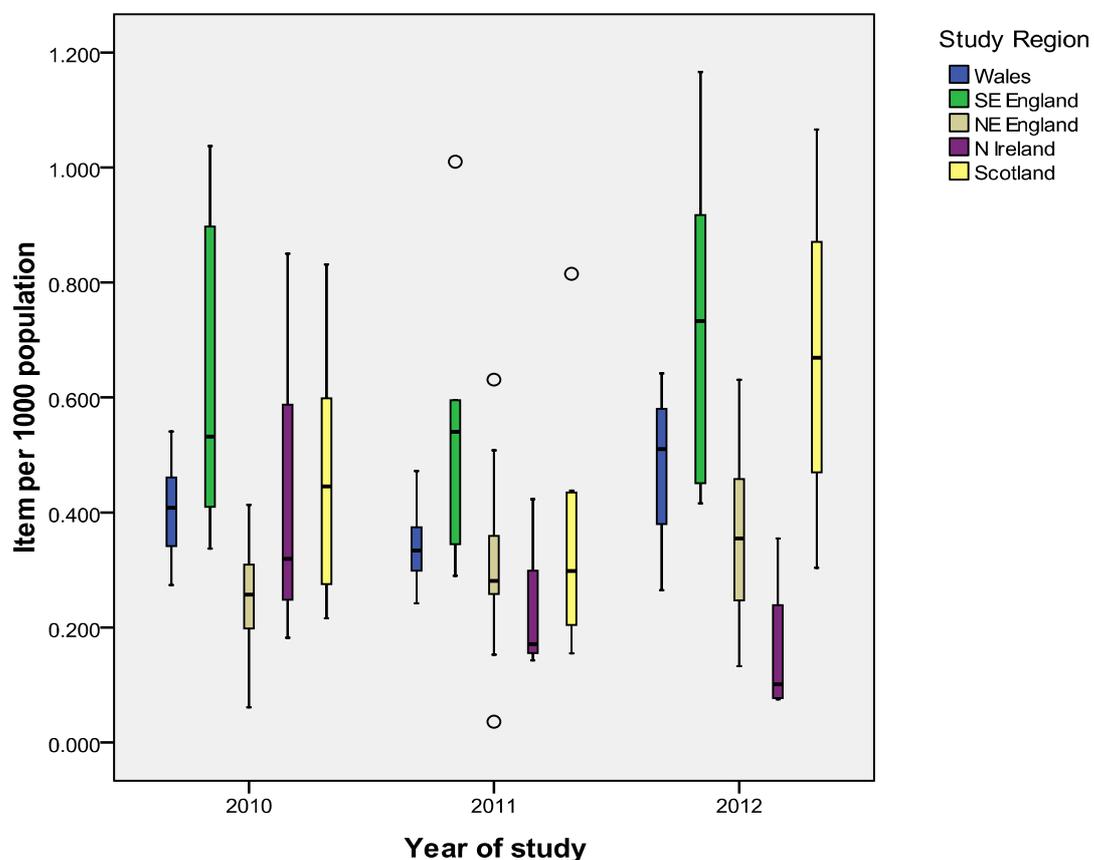
**Figure 10 Item numbers of brand Omeprazole OTC packs by region**

Comparison of the sale of Zanolol and Omeprazole OTC in Wales with groupings of PCTs from England demonstrated the number of packs sold in Wales was higher than in either NE England or N Ireland, but not as high as SE England or Scotland (**Figure 10**). Recent increases across four of the five study regions during 2012 may be due to new product availability of Omeprazole OTC during August 2012.

**Figure 11 Item supply rate per 1000 population by region of UK**

Statistical analysis and comparison of the OTC sale of Zanol and Omeprazole OTC Relief in Wales with groupings of PCTs from England as well as N Ireland and Scotland, show markedly different trends across all five regions over the three calendar years (**Figure 12**). However there are slightly higher rates of sales per population in SE England and Scotland, with slightly lower rates across Wales, N Ireland and NE England.

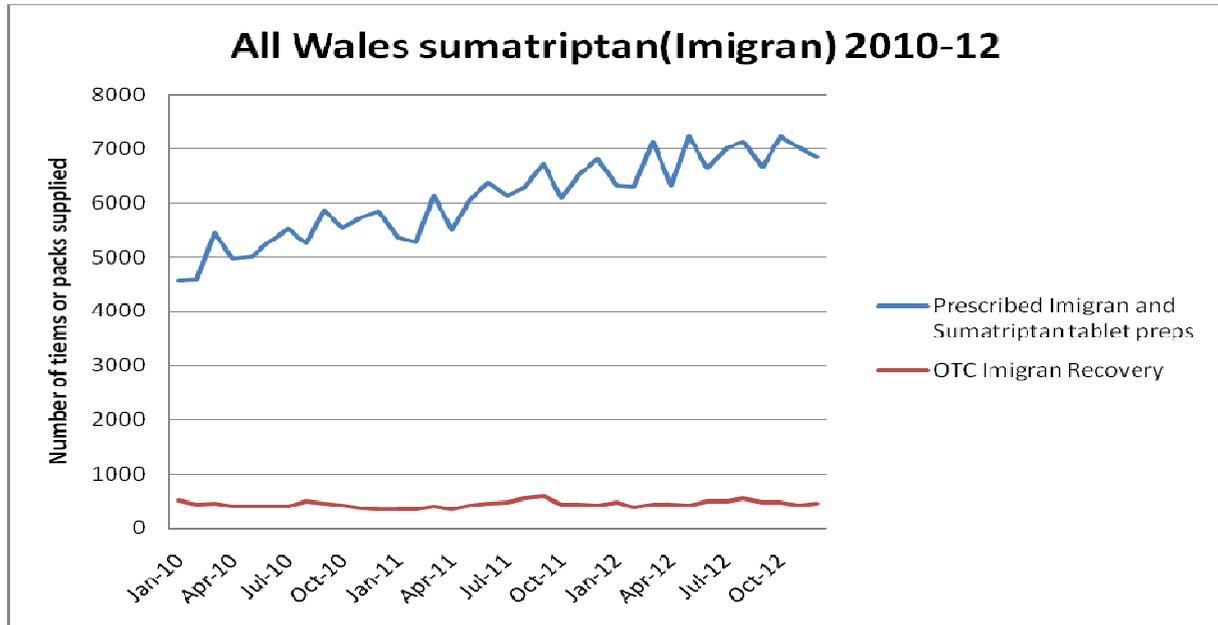
**Figure 12** Boxplot analysis of branded OTC omeprazole across 5 UK regions



## 6.4 Sumatriptan

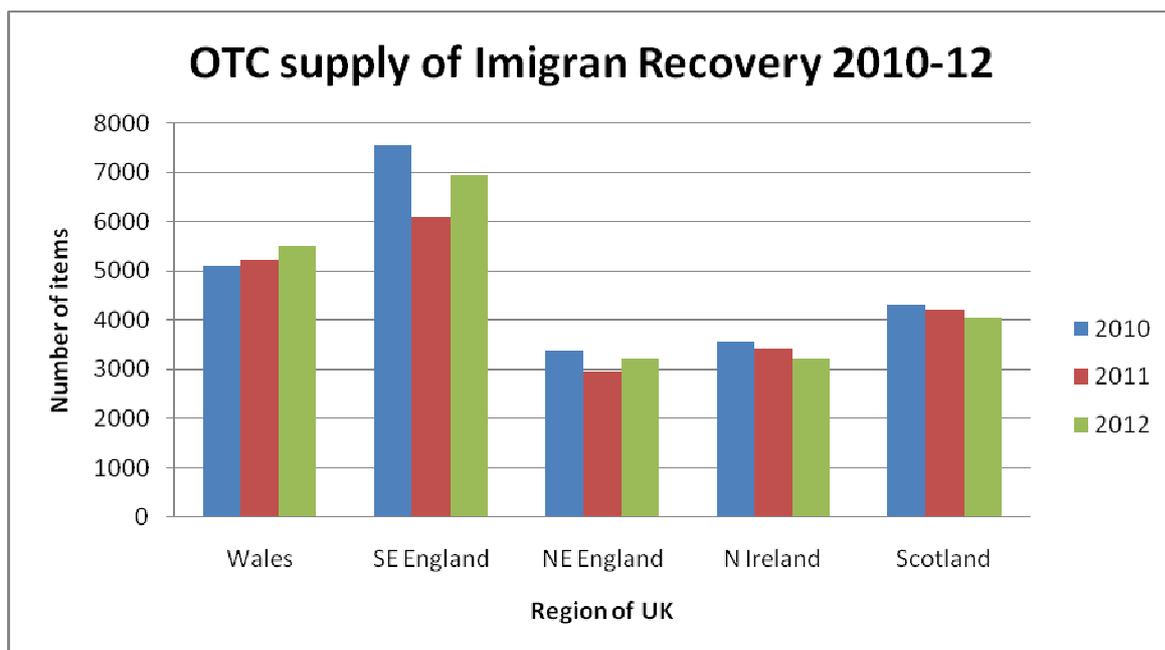
The prescribing trend for sumatriptan shows continuing growth and usage (**Figure 13**). Sumatriptan was reclassified from POM to P in May 2005 and comparison of the sale of the OTC produce Imigran Recovery (items/packs) to prescribed sumatriptan (branded or generic items) reveals a small contribution of sales to overall use.

**Figure 13 All Wales prescribed and OTC sumatriptan (Imigran) preparations**



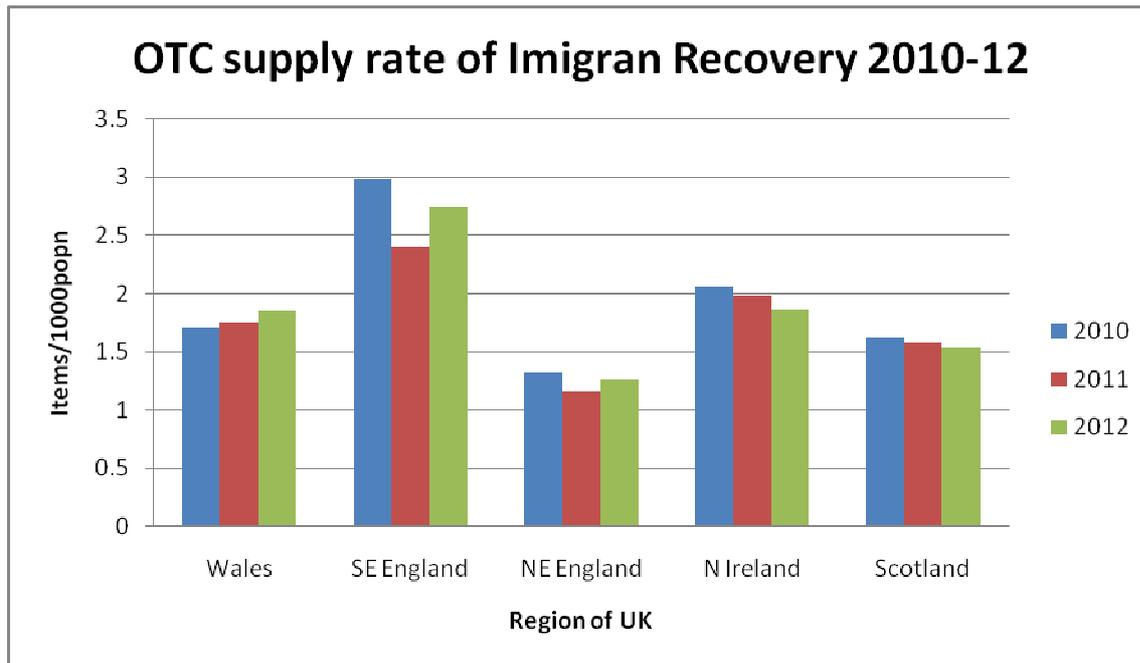
The combined sales of Imigran Recovery across Wales, Scotland, N Ireland and both NE and SE regions of England are shown in **Figure 14**. **Figure 15** displays the item supply rate per 1000 population.

**Figure 14 Item numbers of Imigran Recovery brand OTC packs by region of UK**



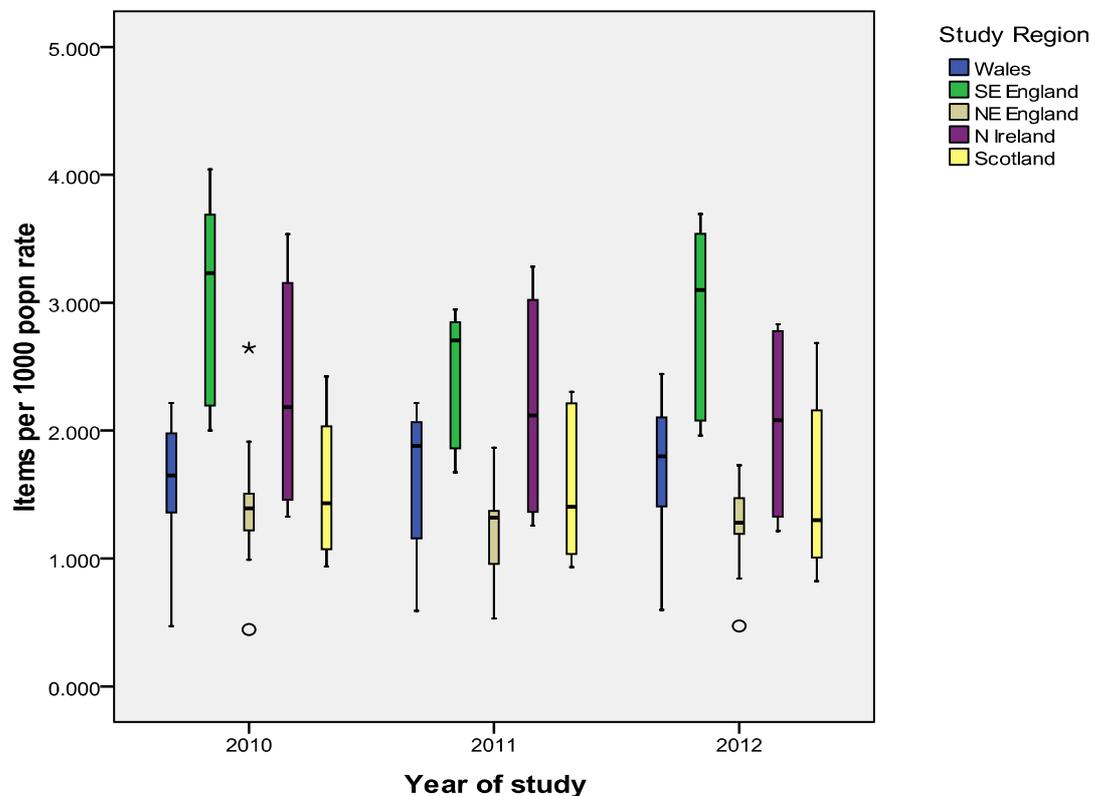
Comparison of rate of pack supply (by 1000 population) of Imigran Recovery OTC in Wales with groupings of PCTs from England demonstrated the rate number of packs sold in Wales were higher than in either than NE England and Scotland but not as high as SE England and N Ireland (**Figure 15**).

**Figure 15 Items supply rate per 1000 population by region of UK**



Statistical analysis and comparison of the OTC sale of Imigran Recovery in Wales with groupings of PCTs from England as well as Northern Ireland and Scotland, show different trends across all five regions over the three calendar years (**Figure 16**). However there are, generally across the three study years, slightly higher rates of sales per population in SE England and N Ireland, with slightly lower rates across Wales, Scotland and NE England.

**Figure 16** Boxplot analysis of Imigran Recovery OTC across 5 UK regions

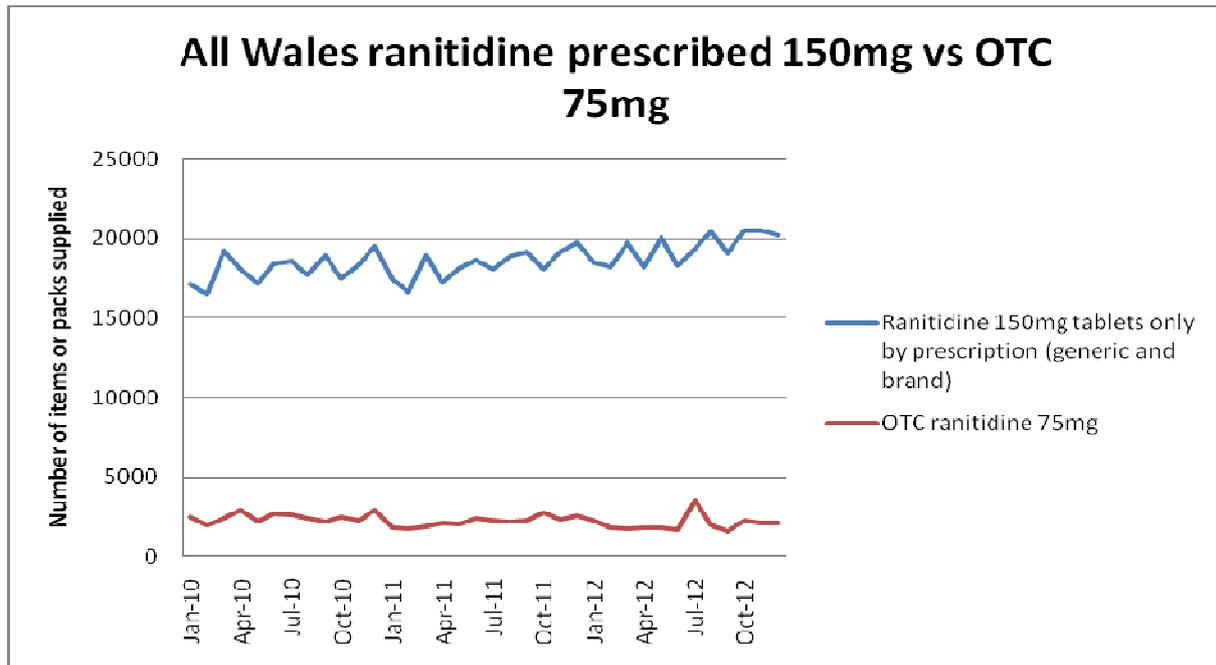


## 6.5 Ranitidine

The prescribing trend for ranitidine/Zantac shows continuing growth and usage (**Figure 17**) with no seasonal variation across the year.

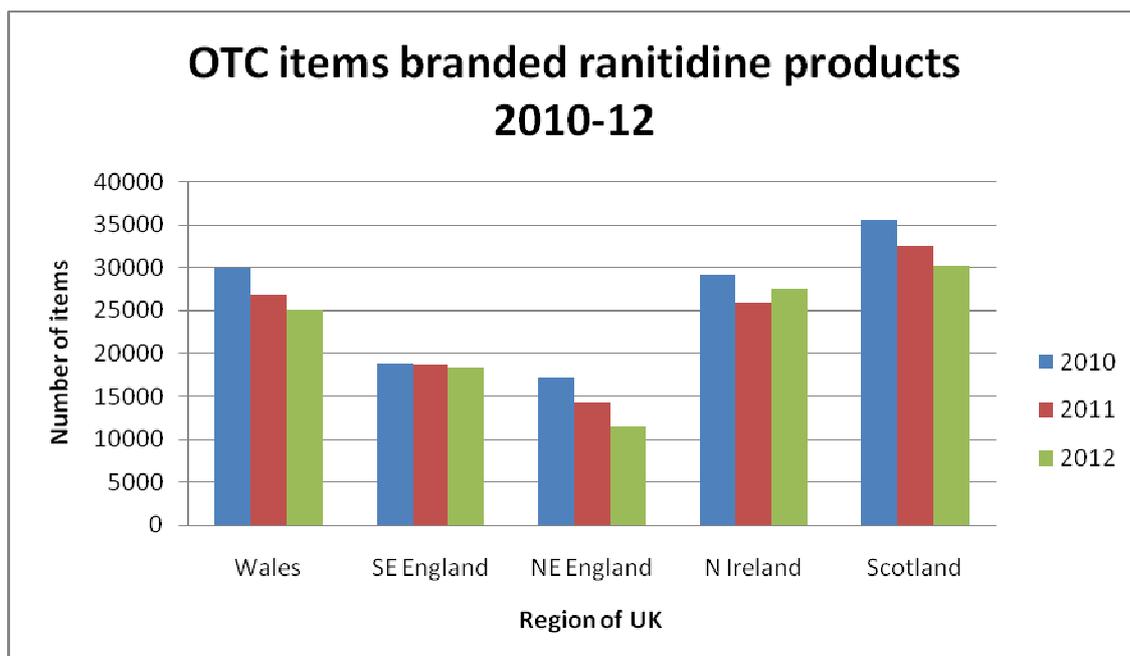
Ranitidine was reclassified pre-2000 and comparison of the sale of the OTC medicines Gavilast P, Ranzac 75, Ranitidine 75 and Zantac Relief 75 (items/packs) to prescribed ranitidine 150 (branded Zantac or generic items) reveals a small contribution of sales to overall use.

**Figure 17 All Wales prescribed and OTC ranitidine comparative**



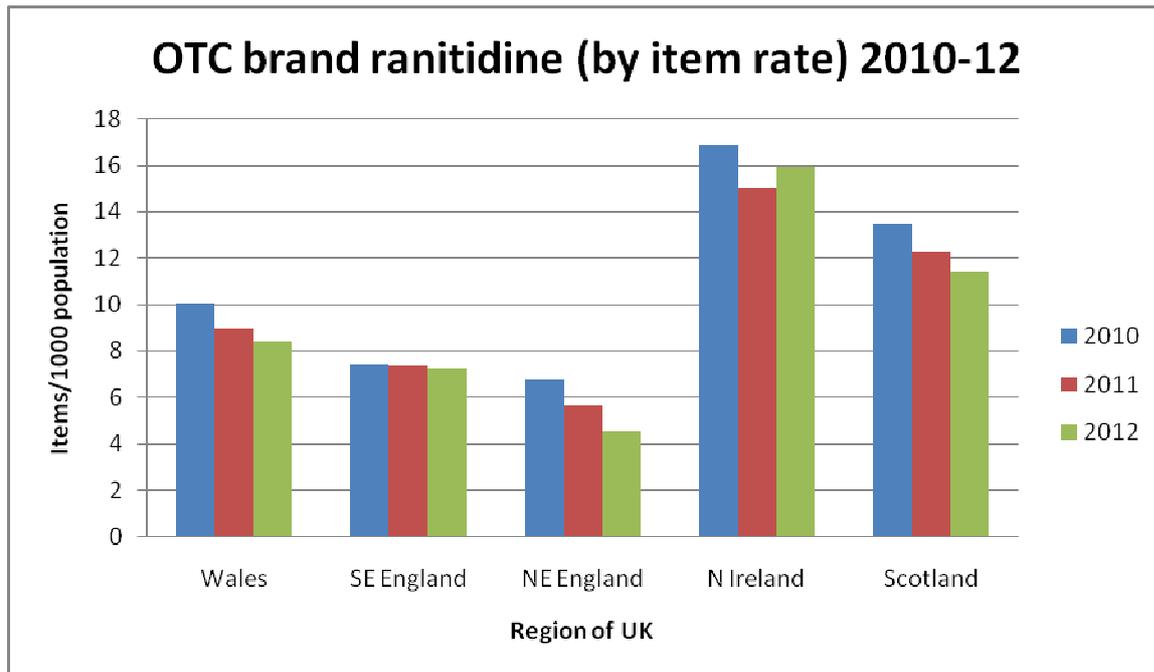
The sale of ranitidine 75mg tablets as Gavilast, Gavilast P, Zantac 75 and Ranzac from community pharmacies in Wales in 2010-12 is shown in **Figure 18**.

**Figure 18 Item numbers of ranitidine brand OTC items by region**

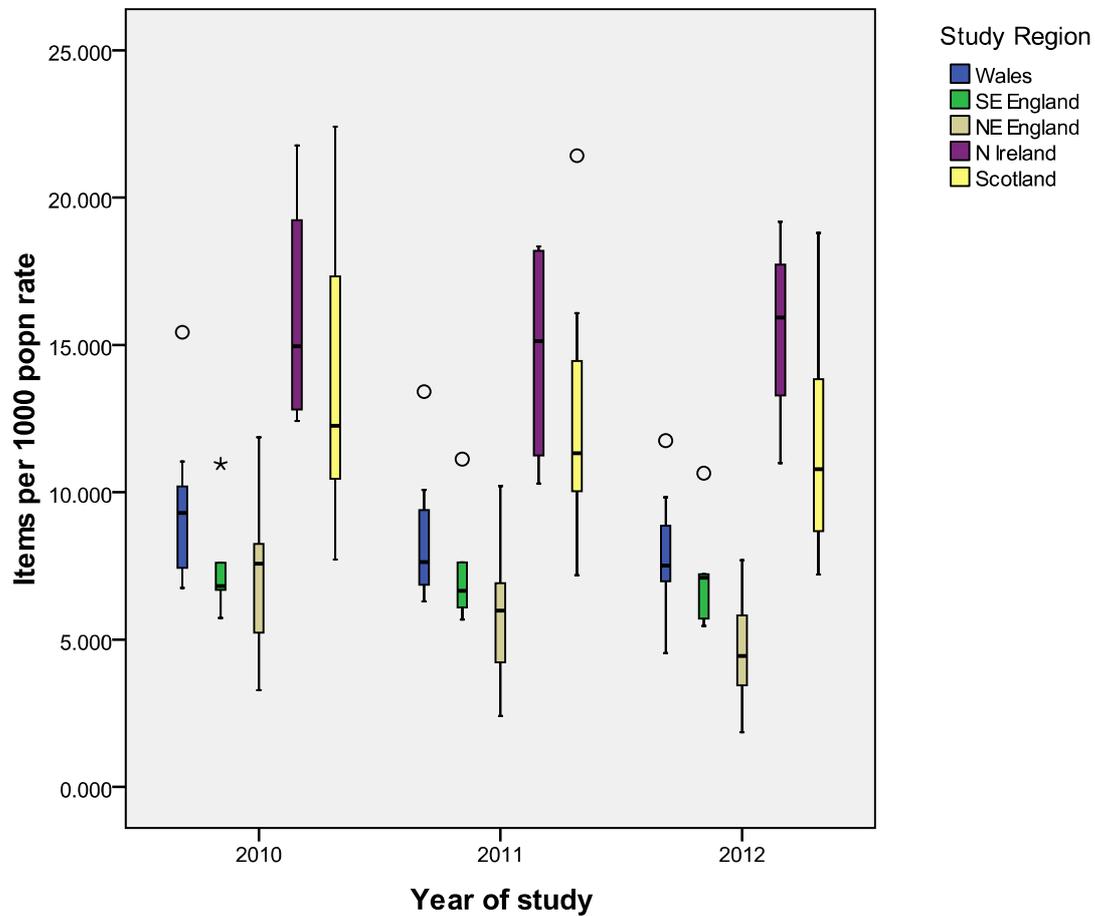


Comparison of the sale of Gavilast, Gavilast P, Zantac 75 and Ranzac tablets in Wales with selected groupings of PCTs in England demonstrated that the number of packs sold (expressed as a rate per 1000 population) in each of the three years studied were lower in Wales than N Ireland and Scotland but higher than in NE England (**Figure 19**).

**Figure 19 Items supply rate per 1000 population by region of UK**



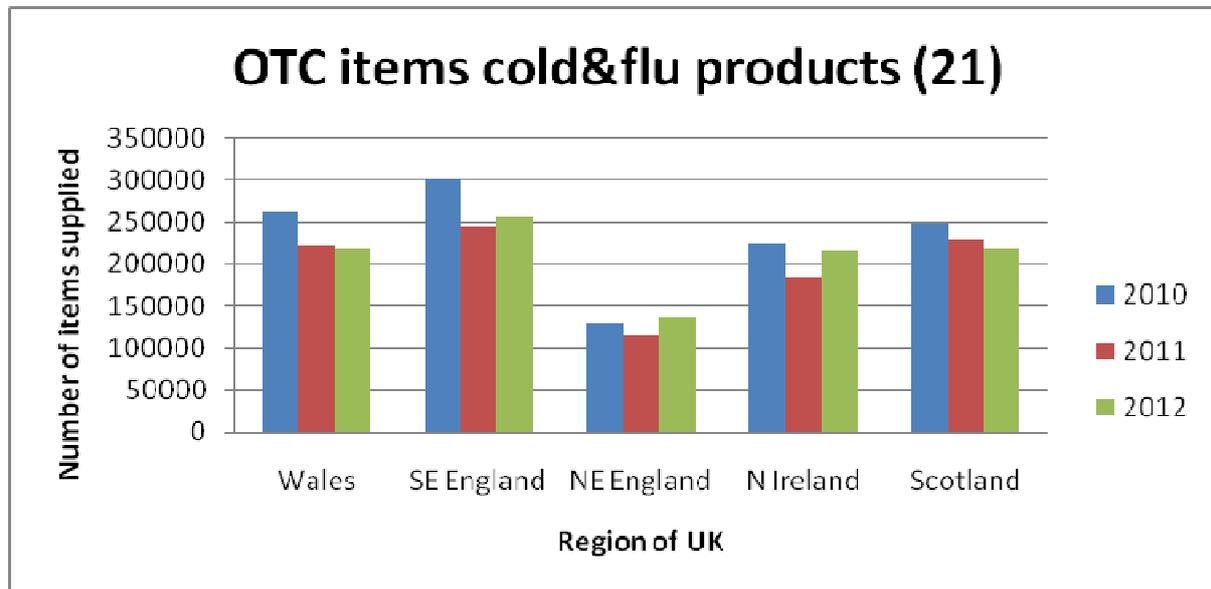
Statistical analysis and comparison of the OTC sale of ranitidine products by population rate in Wales with groupings of PCTs from England as well as N Ireland and Scotland, show similar reducing trends across all five regions over the three calendar years (**Figure 20**). However there are significantly higher rates of sales per population in Scotland and N Ireland compared to Wales, SE England and NE England.

**Figure 20** Boxplot analysis of OTC ranitidine products across 5 UK regions

## 6.6 Basket of 21 medicines

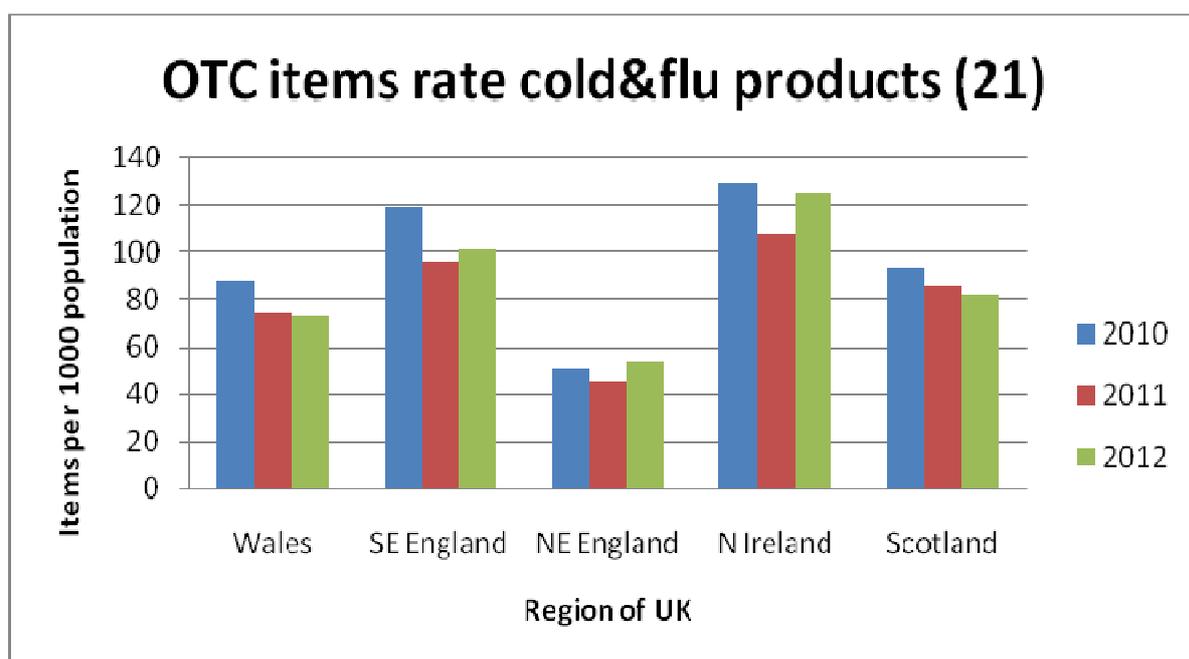
The item sales for the basket of 21 proprietary cough and cold OTC medicines from community pharmacies in Wales and other regions of UK are shown in **Figure 21**.

**Figure 21 Item numbers of cough and cold brand OTC items by region of UK**



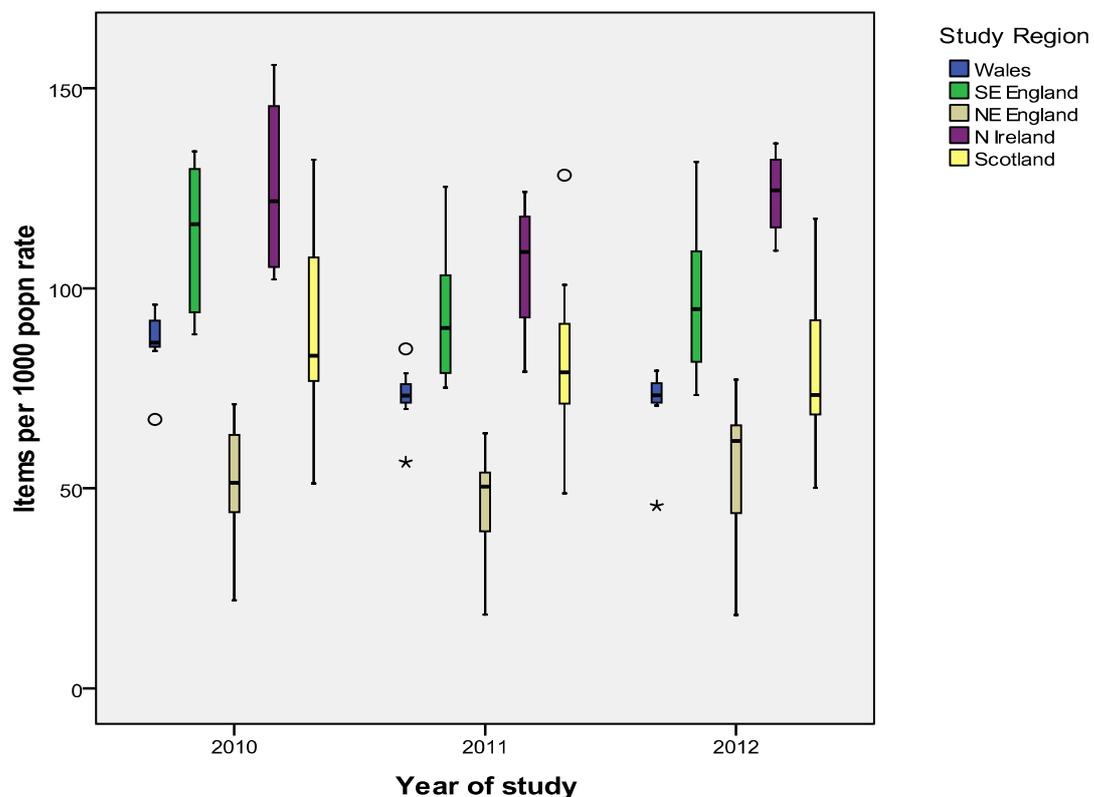
Comparison of sales rates by population for the basket of 21 medicines revealed that in Wales, sales were higher than in NE England but lower than in SE England, N Ireland and Scotland (**Figure 22**).

**Figure 22 Items supply rate per 1000 population by region of UK**



Statistical analysis and comparison of the basket of 21 cold & flu products by crude population rate in Wales with groupings of PCTs from England as well as N Ireland and Scotland, show differing trends across all five regions over the three calendar years (**Figure 23**). There are significantly higher rates of sales per population in SE England and N Ireland compared to Wales and NE England.

**Figure 23 Boxplot analysis of 21 cold & flu OTC medicines across 5 UK regions**



### 6.6.1 Supporting comparative statistics for cough and cold OTC

In 2010, sales in Wales accounted for 86 [statistical range 78 - 95] items per 1000 population compared to SE England (113 [87, 138]  $p=0.028$ ), to NE England (52 [42, 62]  $p=0.001$ ), to N Ireland (125 [86, 165]  $p = 0.008$ ) and Scotland (90 [68, 111]  $p = 0.817$ ).

In 2011, sales in Wales accounted for 73 [65, 81] items per 1000 population compared to SE England (95 [69, 120]  $p = 0.019$ ), to NE England (46 [38, 55]  $p = 0.001$ ), to N Ireland (105 [75, 135]  $p = 0.014$ ) and Scotland (82 [63, 102]  $p = 0.298$ ).

For 2012 sales in Wales accounted for 71 [59, 81] items per 1000 population compared to SE England (98 [69, 129]  $p = 0.019$ ), to NE England (55 [43, 67]  $p = 0.033$ ), to N Ireland (124 [106, 142]  $p = 0.018$ ) and Scotland (79 [61, 98]  $p = 0.908$ ).

## **7 Data interpretation and limitations**

Internal checks to validate the accuracy and completeness of the IMS database have been undertaken but the contract between IMS and the data suppliers precluded validation at individual outlet level.

Although the same medicinal product at the same strength can be both sold and prescribed there may be different indications and dose regimens for use depending on whether prescribed or sold from a pharmacy in a general sale list (GSL) pack or pharmacy only (P) pack. In this report there has been no attempt to differentiate use according to the various indications, regimens or packs.

GSL products can be sold from any retail outlet e.g. shop, garage etc. The GSL data presented in this report were for relevant products sold from a community pharmacy. Data for medicine sales over the internet were not included in the present study.

There may be a poor temporal relationship between sell-in data and the date a given product was supplied to a patient. Given community pharmacy businesses operate on maximum stock turn, it is anticipated this should not have presented a significant confounder to the interpretation of data.

Large independent pharmacy chains such as Boots may have their own label brand of a particular product. Where this occurred e.g. chloramphenicol eye drops and simvastatin tablets, the data for the own brand from the multiple was not included i.e. only data for Optrex Infected Eyes (chloramphenicol eye drops).

## 8 Appendix 1

### Basket of 21 brand name OTC medicines used to treat colds, flu and pain

Brand name	Product line	Pack size
Anadin Extra (8)	Anadin extra tablets	8
	Anadin extra tablets	12
	Anadin extra tablets	16
	Anadin extra tablets	32
	Anadin extra tablets	48
	Anadin extra tablets	96
	Anadin extra soluble tablets	12
	Anadin extra soluble tablets	16
Anadin Ibuprofen (4)	Anadin ibuprofen 200mg tablets	8
	Anadin ibuprofen 200mg tablets	10
	Anadin ibuprofen 200mg tablets	16
	Anadin ibuprofen 200mg tablets	20
Anadin Paracetamol (4)	Anadin paracetamol 500mg tablets	8
	Anadin paracetamol 500mg tablets	12
	Anadin paracetamol 500mg tablets	16
	Anadin paracetamol 500mg tablets	48
Anadin Ultra (4)	Anadin ultra mini liquid 200mg capsules	16
	Anadin ultra liquid 200mg capsules	16
	Anadin ultra liquid 400mg capsules	10
	Anadin ultra liquid 400mg capsules	20
Beechams All in One(10)	Beechams all in one liquid	160ml
	Beechams all in one liquid	240ml
	Beechams all in one tablets	8
	Beechams all in one tablets	16
	Beechams all in one non drowsy tabs	24
	Beechams all in one liquid pocket pack	6
	Beechams all in one Hot Cra&B/Cu sach	10
	Beechams all in one ultra capsules	16
	Beechams all in one hot lemon sachets	5
	Beechams all in one hot lemon sachets	10

Beechams		
Decongestant+	Beechams decongestant+ capsules	16
Beechams Flu Plus (11)	Beechams flu plus caplets	8
	Beechams flu plus caplets	16
	Beechams flu plus caplets	24
	Beechams flu plus hot berry fruit sachets	10
	Beechams flu plus hot lemon 70mg stick	5
	Beechams flu plus hot berry fruit 70mg stick	10
	Beechams flu plus hot berry fruit 70mg stick	5
	Beechams flu plus hot lemon 70mg stick	10
	Beechams flu plus hot berry fruit sachet	5
	Beechams flu plus hot lemon sachet	10
	Beechams flu plus hot lemon sachet	5
Benylin 4 Flu (3)	Benylin 4 flu tablets	24
	Benylin 4 flu liquid	200ml
	Benylin 4 flu hot drink sachets	10
Benylin Day & Night (3)	Benylin day & night tablets	16
	Benylin day & night cold & flu caps	16
	Benylin day & night tablets	20
Cold Relief (7)	Cold relief hot lemon sachets	10
	Cold relief capsules	16
	Cold relief max strength capsules	16
	Cold relief decongestant capsules	16
	Cold relief max flu strength sachets	10
	Cold relief decongestant tablets	12
	Cold relief tablets	16
Day Nurse (2)	Day nurse capsules	20
	Day nurse liquid	240ml
Galpharm Flu Relief (1)	Galpharm flu relief decongestant capsules	16
Hedex Extra (2)	Hedex extra caplets	12
	Hedex extra caplets	16
Hedex Ibuprofen (1)	Hedex ibuprofen 200mg tablets	12
Hedex (2)	Hedex 500mg caplets	16
	Hedex 500mg caplets	24
Lemsip (17)	Lemsip original lemon sachets	10
	Lemsip blackcurrant sachets	10

	Lemsip original lemon sachets	5
	Lemsip pdr sachet	16
	Lemsip sinus 12 hour capsules	8
	Lemsip blackcurrant sachets	5
	Lemsip caps Mucous cough	16
	Lemsip Chest cough syrup	100ml
	Lemsip Mucous cough sachets	10
	Lemsip Mucous cough	100ml
	Lemsip Mucous cough	200ml
	Lemsip pdr sach	16
	Lemsip breathe easy sachet	10
	Lemsip breathe easy sachet	5
	Lemsip chesty cough mixture	100ml
	Lemsip dry cough mixture	100ml
	Lemsip sore throat citrus lozenges	24
	Lemsip sore throat honey and lemon lozenges	24
Lemsip Max (29)	Lemsip Max lemon sachets	10
	Lemsip Max blackcurrant sachets	10
	Lemsip Max cold & flu capsules	16
	Lemsip Max breathe easy sachets	10
	Lemsip Max A/N cold/flu tabs	16
	Lemsip Max AIO caps	16
	Lemsip Max AIO Lemon sach	16
	Lemsip Max BLC Flav/Tab	12
	Lemsip Max D&N cold/flu caps	24
	Lemsip Max Day/Night caps	8
	Lemsip Max Lem Flav/Tab	12
	Lemsip Max Mucus Caps	16
	Lemsip Max Mucus Sach	10
	Lemsip Max day & night capsules	16
	Lemsip Max sinus cold & flu 12hr capsules	8
	Lemsip Max flu strength sachet	10
	Lemsip Max daytime capsules	16
	Lemsip Max all in one breathe easy sachets	10
	Lemsip Max all in one dose sachets	10
	Lemsip Max all in one liquid	160ml

	Lemsip Max capsules	8
	Lemsip Max direct blackcurrant sachets	10
	Lemsip Max direct lemon sachets	10
	Lemsip Max lemon sachets	5
	Lemsip Max sinus max strength capsules	16
	Lemsip Max all in one breathe easy wild berry & orange sachets	10
	Lemsip Max all in one dose sachets	5
	Lemsip Max blackcurrant sachets	5
	Lemsip Max sinus sachets	10
Night Nurse (2)	Night nurse capsules	10
	Night nurse liquid	160ml
Nurofen Cold & Flu (3)	Nurofen cold & flu tablets	12
	Nurofen cold & flu tablets	24
	Nurofen cold & flu tablets	36
Sudafed Dual Relief (3)	Sudafed dual relief max non drowsy tablets	12
	Sudafed dual relief max non drowsy tablets	24
	Sudafed dual relief non drowsy capsules	16
Sudafed Congestion (2)	Sudafed congestion non drowsy tablets	12
	Sudafed congestion non drowsy tablets	16