

## FILE NOTE

<b>Subject:</b>	Pharmac/Diabetes NZ
<b>Event Type:</b>	Meeting
<b>Author:</b>	Conal Edwards
<b>Attendees:</b>	<p><u>Pharmac</u></p> <p>Conal Edwards – Senior Therapeutic Group Manager</p> <p>Josh Cronin-Lampe – Senior Therapeutic Group Manager</p> <p>Rosa Bach – Communications Advisor</p> <p><u>Diabetes NZ</u></p> <p>Heather Verry – Chief Executive Diabetes NZ</p> <p>Jo Chapman – Head of Business Development</p> <p>Liz Dutton – Head of Clinical Services</p> <p>Sarah Pritchard – Communications Coordinator</p> <p>Claire Meiralles – Marketing Manager</p>
<b>Location:</b>	DNZ – Head Office
<b>Date event took place:</b>	30 April 2024

**Meeting objectives**

- *Understand the role of Diabetes NZ in supporting the proposal for the funding of CGMs/Insulin Pumps;*
- *Identify key areas that should be focused on leading up to the proposed listing date.*
- *Pharmac personnel to meet the key contacts at DNZ who will be working on the process*

**Discussion**

HV – Gave the perspective from DNZ as to how they would see DNZ being part of the supporting process in the implementation of the CGM / Insulin pump proposal. Made the point that wherever possible it would be the preference that DNZ out reference to other direct sources of information such as Supplier websites.

RB – Indicated that Pharmac was looking at commissioning Healthify to undertake the production of some resource material this would be supported by information from NZSSD.

HV – Indicated that DNZ could act as the primary conduit for patient centric supporting information.

HV – Indicated that DNZ would provide regular updates on the process via its website and Facebook page which had a significant reach into the Diabetes community.

JCL – Noted that it would be important that people looking for information would source information that was consistent and accurate across multiple sites.

JCL – Indicated that it would be important from an implementation perspective that patients could access information equally across all of the proposed products so they could make good informed decisions as to which product they should select, this was particularly important in regards the Ypsopump as it was not incumbent in the market and patients would likely do a lot of research prior to deciding on the brand of insulin pump.

JCL – Indicated that Pharmac had been having weekly catch-ups where possible with NZSSD to ensure that the voice of the clinician community was incorporated into the decision and implementation process

CE – Indicated that it was important that information was also available to the primary care sector as GP's would be the primary interface for prescribing of CGM's

HV – Described the work that DNZ had been doing with various other agencies such as the police and AVSEC informing them around interacting with people using diabetes technology such as CGM's / Insulin pumps.

HV – Indicated that it would be important to have robust worked up FAQ's so that people could easily self-problem solve around things such as failed CGM's and getting replacements, noted that DNZ had been working with the identified preferred suppliers regarding the type of information that should be available on their websites.

RB – Indicated that Pharmac would stay in regular contact as the comms plan was developed.

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<b>Author:</b>	Casie Hanrahan
<b>Attendees:</b>	<u>Pharmac</u> Casie Hanrahan – Senior Implementation Advisor  <u>Diabetes NZ</u> Jo Chapman – Head of Business Development Diabetes NZ Heather Verry – Chief Executive Diabetes NZ
<b>Location:</b>	Teams
<b>Date event took place:</b>	24 June 2024

**Meeting objectives**

- *Understand requirements/suggestions for education to support people affected by this proposal;*
- *Understand possibility of commissioning resources to be created by and hosted on Diabetes NZ website.*

**Discussion**

CH – explained if the proposal is approved, we understand people living with diabetes would require support. We have got quite a lot of feedback throughout this process, but want to gauge what that Diabetes NZ thinks this support should look like, and potential for Pharmac to commission the creation of supporting resources for people living with diabetes via Diabetes NZ and host these on Diabetes NZ website (and link to this from other sites including Pharmac, NZF, Healthify and HealthPathways), and what that would look like.

HV – very keen to help support people living with diabetes, want there to be one source of information as otherwise it is confusing for people living with diabetes, would see themselves being able to create some general resources about funded CGMs to aid people living with diabetes choice, and lists of FAQs for prescribers, people living with diabetes, pharmacists (based on questions they have received in past). They see this being a hub for people living with diabetes, with links to supplier created resources for specific product information.

JC – understand we can't give any closer timeframes at this stage, but would be good if we could work together and supply the info that we can so that Diabetes NZ could work towards having something up and running with the intention of pushing go as soon as the date is confirmed.

CH – confirmed this would be possible - intent to pull together an update (brief type thing) with info that we can share at this stage so that Diabetes NZ can start working on this.

HV – developed COVID-19 resource at speed, her and Jo to pull together plan about what they think is needed, what they can do to support, and what this would look like.

CH – closed the meeting and confirmed this sounds like a reasonable approach. Thanked for time and ability to work collaboratively. Pharmac intend to draft a brief for this work and stay in touch via Teams/email going forward to ensure we can make this as easy and seamless as possible.

Released under the Official Information Act 1982

## PROPOSAL TO PHARMAC FOR CGM & PUMP ROLL OUT SUPPORT

### Background

The proposal to fund CGM's, pumps and consumables for people with Type 1 diabetes has been greeted with much enthusiasm by the diabetes community. This has been evidenced by the overwhelming feedback to Pharmac as part of the consultation phase.

Initially the feedback was being directed at Diabetes NZ. Through our communication channels we directed people to Pharmac and encouraged them to submit their feedback. During this consultation phase we directed all our energies and limited resources into responding to queries and endeavouring to reassure people that their voices would be heard. We believe the overwhelming feedback was a direct consequence of our regular posting to our diabetes community.

The average analytics during this period were over 3,000 Facebook accounts for each post (a total of 18,000), an average of 200 interactions and 252 comments on these posts (one post alone receiving 135 comments).

This level of engagement indicates that the diabetes community sees Diabetes NZ as the go to place for information. This was evidenced during COVID when our organisation was completely overwhelmed with concerns and general enquiries such as "will we run out of insulin?" to "should my child go to school"? In order to disseminate the information that was available across many sites (which was incredibly confusing for someone with a chronic condition), we needed to engage our PR company to build a COVID page on our website, while at the same time deploying most of our staff to manage the 0800 line and info emails. In one weekend, over 9,000 people accessed our COVID portal which continues to attract traffic – over 35,000 people have accessed it.

Diabetes NZ is concerned that when the roll out commences, we will not be sufficiently resourced to manage the myriad of questions. We have surveyed our staff who are working across New Zealand with people with Type 1 diabetes and their families to scope potential queries. We will need to develop an initial resource, but evidence with COVID has shown that this will need to be regularly (daily) updated as more questions and potential issues arise during the roll-out.

Of more concern is that our staff who are directly involved with children and parents with Type 1 will be inundated. Our Youth Coordinators work limited hours and Diabetes NZ does not have the funding to extend their hours during this implementation phase. National Office is also under resourced, so the 0800 line and info email will not be able to provide a prompt and reactive service.

## Proposed Solution

Diabetes NZ is the consumer facing organisation for people with diabetes. Our website is one of the top organic sites for people searching for information on Diabetes & CGM. Although Pharmac will be providing guidance for people as part of the roll-out, it is inevitable that the initial enquiries will be directed to Diabetes NZ. Evidence shows that when people are stressed (and diabetes is a stressful condition), being directed to another site simply adds to the stress of the occasion. We are all wanting this to be an easy experience, as the fall-out (as already evidenced) will be difficult to manage.

The key areas with which Diabetes NZ is seeking support are:

- Development of website landing page to provide information and triage to suppliers for product information. Website will require regular updates.
- Resource development (Frequently Asked Questions)
- Digital Communications via social media, edms – CONNECT and silo emails
- Staffing the 0800 line and info email (3 month period)
- Additional staff hours for the Youth Coordinators
- Contracting Diabetes NZ PR company to handle press releases and media enquiries

## Costs

s 9(2)(b)(ii)



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Author:	Casie Hanrahan
Attendees:	<u>Pharmac</u> Conal Edwards – Senior Therapeutic Group Manager Casie Hanrahan – Senior Implementation Advisor  <u>Diabetes NZ</u> Heather Verry – Chief Executive Diabetes NZ
Location:	Teams
Date event took place:	12 July 2024

**Meeting objectives**

- *Understand additional staffing requirements in Diabetes NZ proposal for support (0800 line and youth coordinator hours);*
- *Understand whether suppliers desire to reduce support line (from 24 hours as initially proposed to finishing at 7pm) is viable.*

**Discussion**

CE – gave update about where proposal is at the moment.

CH – touching on DNZ's proposal for support, we are happy with the website, FAQs, and social media, but have a couple of questions about the phone line, and the youth coordinator, and whether Pharmac is the most appropriate funder of this additional staffing.

HV – around 9 YCs around the country, they are restricted in terms of hours. This proposal is for increased support as they find people still pick up the phone and don't always read/understand the information provided. Suggested having this support for 1 month and then review.

CH – also wanted to check whether the suppliers have been in contact with DNZ about this type of support, or support in general, as we were thinking this could be something that would be useful for the supplier to fund.

HV – have been in touch, they are encouraging suppliers to have very clear resources/ web pages that DNZ can link through to (as they don't want this info directly on their website because it will need to be updated, but want to link through to this). They are going to review the supplier information from a consumer lens for them.

CE – we have also recently had discussions with the suppliers about the level of phone line support. Initially the proposal is for 24 hours, suppliers are saying based on Australia that they want to reduce this. Can you see this being an issue?

HV – if something goes wrong afterhours this could cause an issue. Suggested that at least maybe for the first month they have a 24 hour line. Or perhaps could offer 7 days a week.

CE – there is also discussion around who consumers should call if there is an issue. Eg should this be pump supplier, CGM supplier, or doctor? This would be good to have as an FAQ directing to the correct avenue for help.

HV – keen to also have this in their FAQs, in addition to the patient process for initiating these devices.

CH – next steps: Casie to discuss this proposal internally, and be in touch ASAP, probably early next week.

HV – asked about Trulicity – sometimes having people say they can't get this. Are we surprised to hear this?

CE – not surprised, this is most likely is due to the distribution chain. Expecting this to be alleviated in the coming months.

Thanked for time, will be in touch soon.

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