

## Joint Working

### Executive Summary

**Project title** Making behaviour change happen: remote clinical support of Atrial Fibrillation management by General Practice Nurse Digital Champions ( AF Digital Project)

**Project partners** Staffordshire STP &  
Daiichi Sankyo UK Ltd

**Start date** October 2019

### Project summary

To actively support general practice nurse digital champions and a GP-led digital exemplar practice team to cascade digital delivery in their practices with a focus on identifying patients currently undiagnosed with AF or lost to follow-up; engaging patients with AF and/or post-stroke to better manage their health condition(s); thus improving patient adherence to anticoagulant and other medication and improve lifestyle habits.

This project is a follow on from a successful pilot completed in Staffordshire which was funded by the NHSE as part of their delivery of the GPN10 Point Plan where 30 local general practice nurses (GPNs) completed a series of action learning sets then embedded technology enabled care services (TECS) within their practices (all used AliveCor screening for AF in undiagnosed patients) and develop as digital GPN champions (2018/19).

### Expected benefits to patients, the NHS and Daiichi-Sankyo

The benefits to the patients are an enhanced awareness of the importance of regularly checking for an irregular pulse rate (in those in whom AF not diagnosed). An understanding of next steps if person becomes aware of apparent irregular pulse eg to go to GP, capture

details inc phone tracking from wearable technology etc. Also an understanding of the importance of accepting anticoagulation, adhering to medication and improving lifestyle habits.

For Staffordshire STP, the benefits are an increased identification of NVAf patients, improvement in medication adherence, thus resulting in potential stroke prevention and avoiding hospital admissions. It is estimated that Staffordshire STP could make savings of circa £5million in next three years with 336 strokes avoided in the 1.1 million patient population, with improved detection and effective management of AF.

This will also minimise comparative health inequalities between practices included in the project.

Additionally, national recognition by NHSE leads who commissioned digital general practice nurse upskilling and primary care digital transformation of general practices of extended achievements.

The benefit of this project for Daiichi-Sankyo is to be recognized for supporting modern ways of digital delivery of diagnosis, clinical care and management of people with Non Valvular Atrial Fibrillation in order to improve health outcomes.

It is anticipated as part of the project that more patients may be treated with a pharmaceutical product. This may include but is not exclusive to products manufactured by Daiichi-Sankyo.