

National Pandemic Flu Service: Rapid Antiviral Distribution During H1N1 Pandemic

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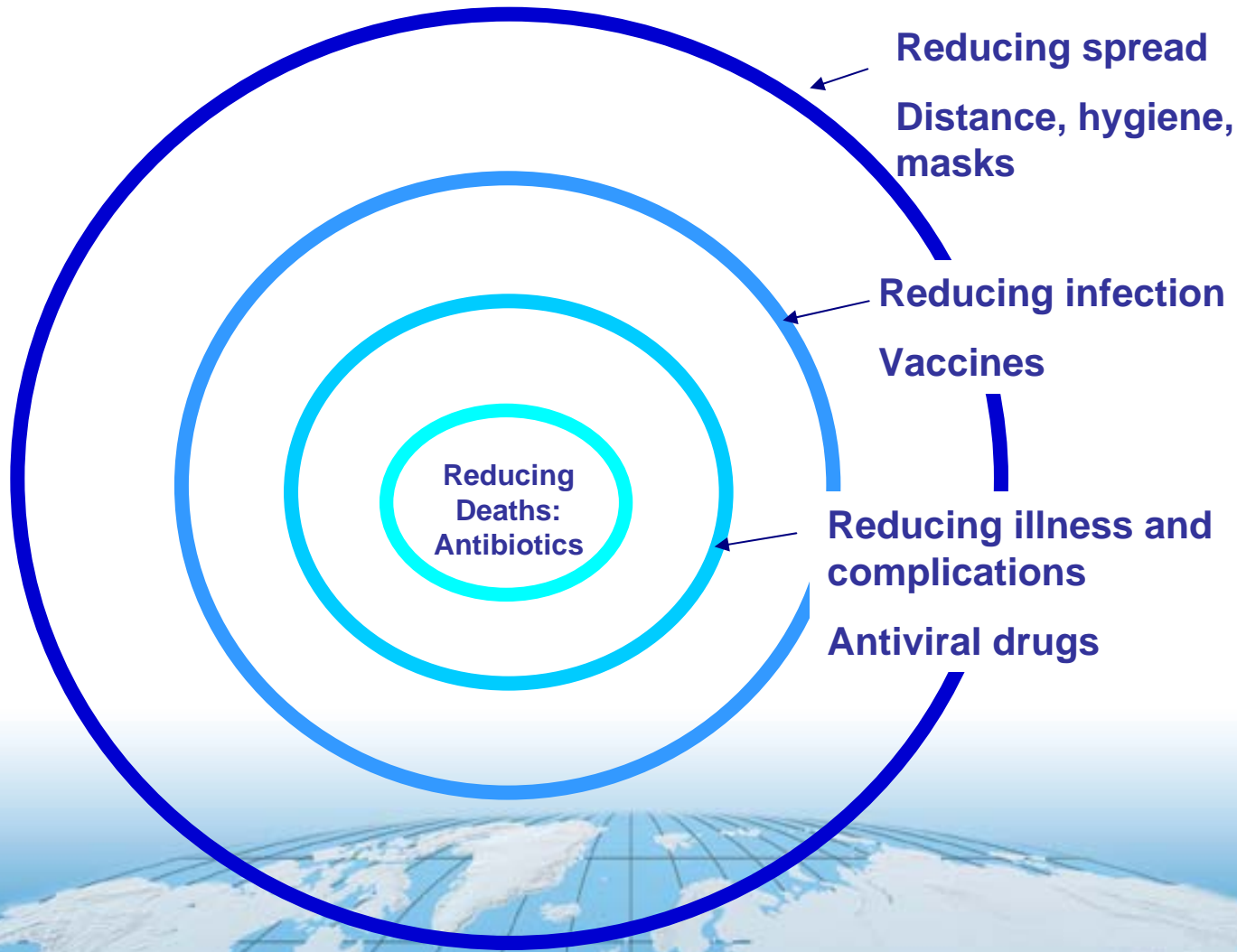


Planning for the pandemic: Our aims

- Minimise illness and death due to the pandemic virus
- Reduce the burden on the NHS during a pandemic
- Secure the confidence of the UK population
- Reduce the economic impact on the UK
- Reduce societal disruption as far as possible



Reducing the impact through “Defence in depth”



Key messages:

- **Stay at home**
- **Don't spread it around**
- **Phone a friend**
- **Contact the National Pandemic Flu Service**



National Pandemic Flu Service (NPFS)



- On-line and phone self care service for the public which allows them to check their symptoms and access antivirals if required, or receive advice on symptom relief
- Antivirals collected by 'flu friends' from Antiviral Collection Points
- Mobilised when needed
- Capacity adjusted in response to demand

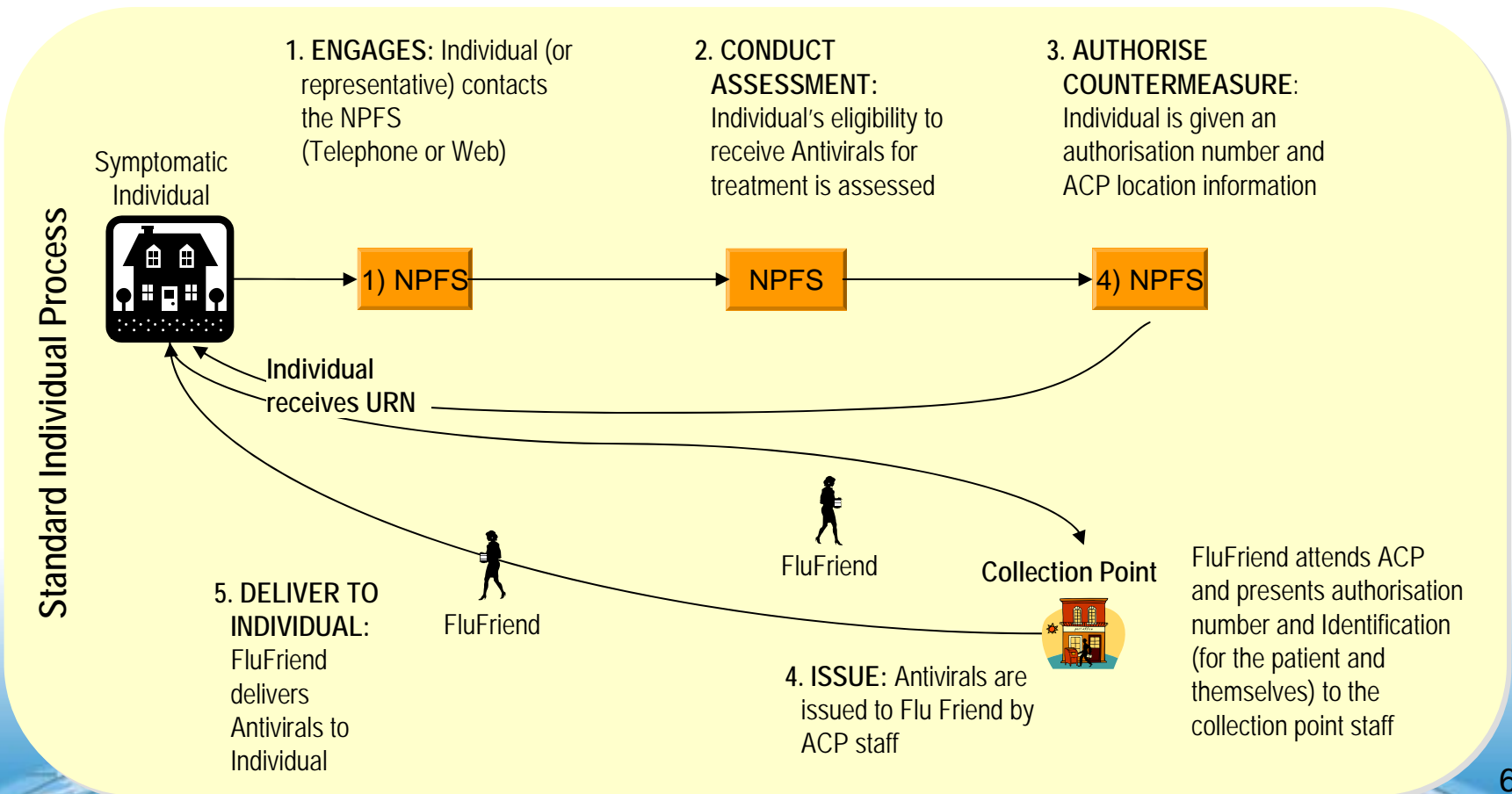
**NATIONAL
PANDEMIC FLU
SERVICE**

0800 1 513 100

www.pandemicflu.direct.gov.uk

Accessing antiviral treatment

Symptomatic individuals undergo a clinical assessment and authorisation by the National Pandemic Flu Service (NPFS) with their Flu Friend collecting Antivirals from an Antiviral Collection Point (ACP)



Mobilising the National Pandemic Flu Service

- The service went live at 3pm, 23rd July 2009
- The service was mobilised due to increased pressure on the NHS front line.
- At the time of mobilisation 15 call centre contracts were in place, 1500 call centre seats were available and up to 3,000 had been trained, allowing service to operate between 8am to midnight
- Over 1000 Collection Points were mobilised on the first day
- 32,773 antivirals were authorised on the first day and 62,662 antivirals were authorised on the second day

Wide communications were done to launch the service



IMPORTANT INFORMATION ABOUT TREATMENT FOR SWINE FLU

A new strain of influenza A (H1N1), also known as swine flu, was confirmed in the UK in April and has spread to more than 100 countries around the world prompting the World Health Organization (WHO) to declare a global flu pandemic.

The National Pandemic Flu Service

In order to deal with the increasing number of cases of swine flu in England, the NHS has launched the National Pandemic Flu Service. This is a new self-care service with online and phone access which allows you to check your symptoms and access antivirals if required, or receive advice on symptom-relief. This service is only intended for people who are ill with swine flu. It still allows you to go to your doctor if necessary.

Staying at home and accessing antivirals via the National Pandemic Flu Service will reduce pressure on your GP surgery and local NHS services and prevent you spreading the virus within your community.

How to use the National Pandemic Flu Service

1. Go online at www.direct.gov.uk/pandemicflu or call **0800 1 513 100**. A textphone service is available on **0800 1 513 200** (for people who are deaf or hard of hearing).
2. You'll be taken through a list of simple questions about your symptoms and medical history, and asked to confirm your date of birth, name and address including your postcode.
3. If you are confirmed as having swine flu, you may be given an authorisation number which will allow your 'flu friend' (a family member, friend or neighbour) to collect a course of antivirals on your behalf from a local collection point in your area. You will also be given advice on how to treat your symptoms at home.



What are the symptoms of swine flu?

If you have a fever or a high temperature (over 38°C / 100.4°F) and have two of the following symptoms: unusual tiredness, headache, runny nose, sore throat, shortness of breath or cough, loss of appetite, aching muscles, diarrhoea or vomiting, you may have swine flu.

What are antivirals and how can they help?

Antivirals can't cure swine flu but they can help you to recover more quickly and they can relieve some of your symptoms.

When is it better to contact your doctor?

You should contact your doctor direct rather than using the National Pandemic Flu Service if:

- You have a serious underlying illness.
- You are pregnant.
- You have a sick child under one year old.
- You or your child's condition suddenly gets much worse.
- Your condition is still getting worse after 7 days (5 days for a child).

What are flu friends and how can they help?

Flu friends are family members, friends or neighbours who can help you if you get ill. They can contact the National Pandemic Flu Service on your behalf to assist with the assessment, and if required they can collect antivirals as well as help with food and over-the-counter medicines. This will avoid you having to leave your home and prevent you spreading the virus within your community, so it's advised that you nominate at least one friend now.

To use the National Pandemic Flu Service and to collect antivirals, your flu friend will need their own and the patient's ID (a list of IDs will be available from the online service or the call centre). If you have any underlying health conditions, it's important your flu friend knows about them when using the service on your behalf.

Where can I go for more general information?

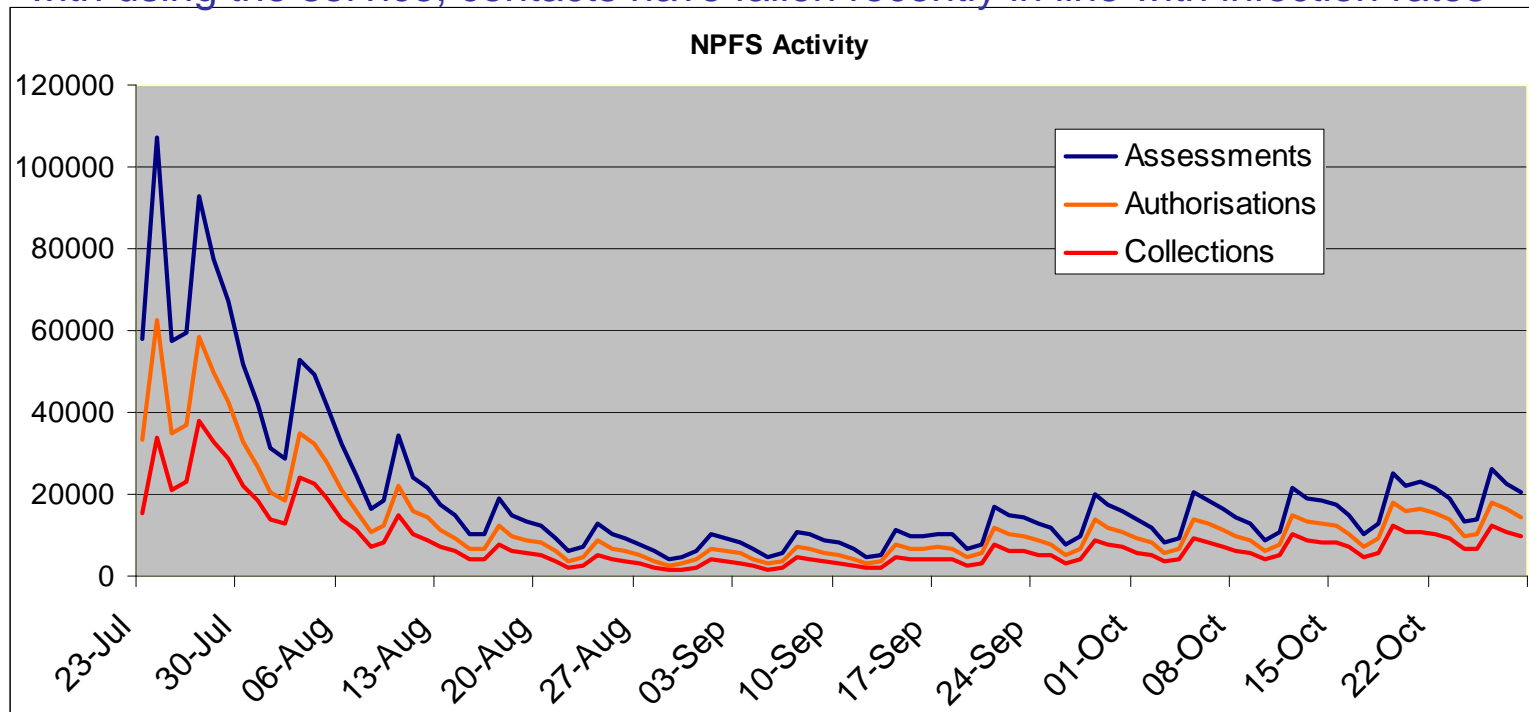
For more information on swine flu visit www.direct.gov.uk/pandemicflu or call the Information Line on **0800 1 513 513**.

Flu. Protect yourself and others.

Calls to these numbers are free from landlines. Calls from mobiles may vary, please check with your provider.

How has it gone?

Uptake of NPFS has been positive and the public have demonstrated their comfort with using the service, contacts have fallen recently in line with infection rates



▪ From July 23rd to October 28th:

- **1,958,042 Assessments** were performed through the NPFS
- **1,284,530 Antivirals** were authorised (66% of Assessments)
- **819,702 Antivirals** were collected (64% of Authorisations, 42% of Assessments)

Challenges for the operation of NPFS

Referrals

- The NPFS provides data which enables us to compare influenza like illnesses referral rates to other services. i.e.
 - **Referrals to emergency services** - Initial referral rates to emergency services were 10.5%, which was high. The algorithm wording was reviewed to address this resulting in a drop in referrals to 6.8%
 - **Urgent GP referrals** - Initial referral rates to urgent GP were 34.8%. Again, the algorithm wording was reviewed and changed resulting in a drop in referrals to 29.7%

Balancing access to treatment with security measures

- The current solution doesn't have an ID process but checks are made at the collection points

Ongoing clinical support

- Royal College of General Practitioners (RCGP) liaison GPs will be observing training events for new staff to ensure learning is disseminated
- RCGP have played an active role in using call centres and resolving issues

Future plans - a flexible response

- The National Pandemic Flu Service is the first system that's been designed to enable people to access treatment through an online / call centre assessment
- The system has been designed to be flexible. For example, the system is currently being developed to support both a treatment for all and a targeting antiviral policy in parallel
- The system is supported by flexible arrangements with call centres to upscale / downsize capacity in near real time.
- The system also has an additional channel, automated telephony. This could be mobilised if required
- The web system is being translated into other languages
- The system could potentially be developed as part of a response to other health emergencies.