

Eliminating Hepatitis C - The Cairns Experience



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Great state. Great opportunity.



Disclosures

- Advisory boards and/or speaker's fees from Gilead Sciences, MSD, and BMS

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What did Cairns do?

- 20 December 2015 – the Federal Govt announced the new DAAs would be listed on the PBS from 1 March 2016
- 21 December 2015 – a small group met at Cairns Sexual Health Service to plan our “Make Cairns Hep C Free by 2020” campaign...
- Jan & Feb 2016 – working with colleagues, media, and community to plan maximal uptake in minimal time



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Key Lesson 1

- A small group of passionate people can achieve much when working collaboratively
- Ramp up your community's treatment rapidly
 - Reduces the risk of reinfection
 - Encourages enthusiasm
 - Engenders cooperation with a common aim



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What did Cairns do?

- Identify and work with priority groups:
 - Liver clinic – Ottawa Charter
(5. Re-orienting health care services toward prevention of illness and promotion of health)
 - Sexual Health Service
 - Prison
 - ATODS
 - Rural and remote
 - General Practice settings
 - Community (*CHAT*)



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Approximate numbers treated in 12 months

Group treated	Approximate number treated
Liver Clinic (Cairns Hospital)	500
Sexual Health Clinic	125
Prisoners (Lotus Glen Correctional Centre)	100
Opiate substitution therapy (ATODS)	30
Remote Far North Qld	50
General practice (solely)	100

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Working with General Practice

- Flexibility
 - Liver clinic and sexual health service support
 - Phone, email, fax
- Reaching out to general practice
- ASHM evening and weekend training
- *'Academic detailing'*



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Academic detailing

- **Academic detailing** is “university or non-commercial-based educational outreach”
 - The process involves face-to-face education of prescribers by trained health care professionals, typically pharmacists, physicians, or nurses
- 52 clinics contacted with 8 clinics trained to date (including an Aboriginal Medical Service) – 15% take-up
 - 34 GPs and 3 nurses trained
 - 41% of the GPs have since prescribed
- Ongoing efforts to engage GPs



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So where are we now?

- We can say that *virtually* all the people in Cairns and surrounds - and further north - who *know* they have hepatitis C and *want* treatment, have been treated...
 - A total population of about 250,000

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Key Lesson 3

It can be done...



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The future for Cairns and the Far North

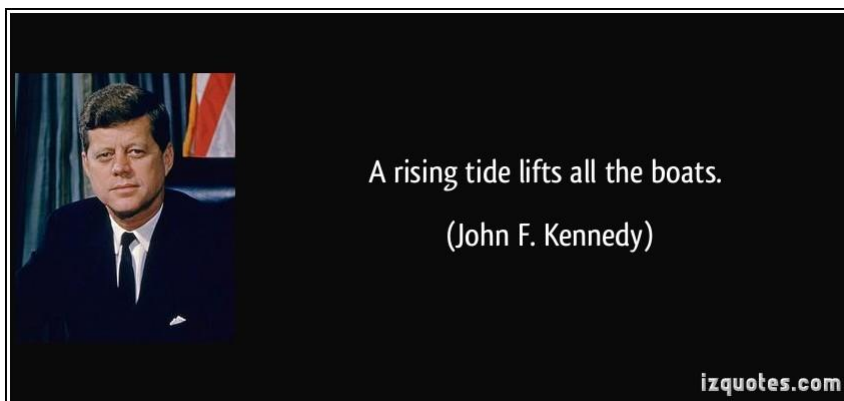
- General practice is key
 - More academic detailing
 - Pharma involvement
 - More testing
- Mental health ward and services
- Young injectors
- Watch for incident cases
 - especially in prison and in Indigenous communities



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Conclusion



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- CHAT (Cairns Hepatitis Action Team)
- All the GP prescribers

