

## **Minutes of the PHARMAC Consumer Advisory Committee (CAC) meeting**

**Wednesday 4 September 2019**

The meeting was held on Level 9, 40 Mercer St, Wellington from 9 am

### **Present**

David Lui	Chair
Lisa Lawrence	CAC member
Adrienne von Tunzelmann	CAC member
Key Frost	CAC member
Tuiloma Lina Samu	CAC member

### **Apologies**

Te Ropu Poa	CAC member
Francesca Holloway	CAC member

### **In attendance**

Simon England (CAC Secretary), Alison Hill (Director of Engagement and Implementation), Jannel Fisher (Manager, Communications).

Rachel Read (Manager, Policy), Tracey Davies (consultant), Ātene Andrews (Manager, Māori Responsiveness), Michael Johnson (Acting Chief Executive), Jane Wright (Senior Communications Advisor), Lisa Williams (Director of Operations) attended for relevant items.

### **1. Record of previous meeting**

Minutes of the 12 June 2019 meeting were accepted as a true and accurate record, with amendments

Von Tunzelmann/Frost

### **2. Chair's report**

Waitemata DHB consumer council is now up and running, with David Lui as chair.

The Chair noted that the CAC review is underway, and that all members would be given the chance to contribute. The review will be the subject of a session in today's meeting.

PHARMConnect, including the new version of PHARMAC's Application Tracker, was now up and running. The Chair saw this as a great advance.

The Chair noted that there were now three vacancies on the committee, with the imminent resignation of Francesca Holloway. He emphasised a wish for recruitment to start as soon as possible.

### **3. Matters arising and grapevine**

Members noted publication of the interim report on the Health and Disability System Review (chaired by Heather Simpson). They noted that this referred to PHARMAC's publication *Achieving Medicine Access Equity in Aotearoa New Zealand Towards a Theory of Change*, and highlighted equity issues. Members expressed interest in hearing more about PHARMAC's equity work at a future meeting.

### **4. Review of the Consumer Advisory Committee**

Tracey Davies (consultant) and Rachel Read (Manager, Policy) joined the meeting. Tracey outlined her 20 years' experience working in the public sector and approach to the review. She said her work to date included reviewing feedback from earlier PHARMAC consumer engagement surveys, undertaking research on international best practice and the role and function of statutory committees and other consumer advisory groups in New Zealand, and interviews with current and past CAC members, and PHARMAC staff. The review is still in the information gathering phase.

Tracey tabled a draft summary of her conversations with members on the review, which outlined common themes raised. Members discussed the themes and shared further ideas, which will be incorporated into the next draft.

Tracey undertook to revise the summary feedback document and send it to the committee via the Chair for review. The Chair will provide collective feedback from the committee to Tracey.

When the review is completed, the report will be shared with Committee members and PHARMAC staff. A Board paper will be tabled at the October Board meeting, outlining the key findings of the review.

The next step will be to analyse the options presented in the review, including scoping the resources required to implement the different options, and make recommendations for any changes. This work is expected to be completed over the next few months.

### **5. Te Whaioranga refresh**

Alison Hill (Director of Engagement and Implementation) outlined her early thinking on the upcoming refresh of the Te Whaioranga strategy. She tabled an outline of the current situation and process.

Alison noted that Te Whaioranga wasn't sitting where it needed to organisationally:

- It needed to better guide PHARMAC's role as a Treaty partner and to respond to the current context – eg, Wai 2575 and sector-wide focus on equity
- It needed to cover the whole organisation, and to provide longer term direction

Alison said that the timing is right for the update, with the current sector-wide focus on equity, and a new Strategy and Statement of Intent in development.

Alison said she is now seeking someone who has expertise in Te Ao Māori and in strategy development to work with PHARMAC to:

- Develop a refreshed Treaty of Waitangi and Māori responsiveness strategy
- Develop options for how PHARMAC gets ongoing high-level strategic input
- Provide a high-level implementation plan.

Alison said that the aim is to agree a high-level strategy by the end of 2019. She noted that implementation of the strategy would be over a longer timeframe and involve significant engagement and co-work.

It was likely that CAC would be involved in the implementation phase.

## **6. He Rongoā Pai He Oranga Whānau update**

Ātene Andrews (Manager, Māori responsiveness) joined the meeting, to inform members he was leaving PHARMAC in early September. Ātene updated the committee on He Rongoā Pai He Oranga Whānau – whānau staying well with medicines, a wānanga programme aimed at Māori health practitioners.

## **7. Session with the Chief Executive**

Michael Johnson (as Acting CE) joined the meeting.

Michael informed the committee that PHARMAC was currently refreshing its Statement of Intent (SOI), in line with statutory requirements. It is three years since the last one. As part of the SOI update, PHARMAC was developing a longer-term business plan and work programme.

The committee asked to provide input to the SOI development. Members noted it was important to get the process right, as this then led to good outcomes.

Michael noted the announcement of a new national cancer agency, and \$60 million additional funding for the Combined Pharmaceutical Budget over two years. He gave an update on the various medicines PHARMAC is currently consulting on and said there are more funding proposals to come.

In relation to the current measles outbreak in Auckland, Michael outlined that PHARMAC's job is to ensure vaccine supply is available, and PHARMAC is working closely with the Ministry of Health to coordinate immunisation services.

The Health Select Committees (HSC) still had a lot of interest in PHARMAC. The HSC had decided not to hold an enquiry into PHARMAC. Its statement on the decision also included a very helpful comment on the independence of PHARMAC.

PHARMAC is planning a briefing for MPs on 23 October, to help them understand PHARMAC better.

PHARMConnect has been launched – the culmination of two years' work. Users' feedback was still being incorporated. Michael noted that the information gathered had improved as had the overall user experience.

PHARMAC was currently recruiting for a new Pacific Advisor, and would be seeking a new Manager, Māori Responsiveness

PHARMAC's work on equity had been received well in the sector, particularly the 'Theory of Change' paper. The Health and Disability Review interim report referenced it, and the Auckland Nursing school is making it required reading for its students.

## **8. Transparency – Explaining PHARMAC processes in Plain English**

Jannel Fisher (Manager, Communications) and Jane Wright (Senior Communications Advisor) joined the meeting

Jannel outlined the approach planned for PHARMAC's 2019 Year in Review. The new approach is guided by PHARMAC's communications and engagement strategy, particularly the aim to be transparent and trustworthy, and improve public trust and confidence

The 2019 Public Sector Reputation Index survey reinforces that PHARMAC needs to tell people focused stories

The theme of the 2019 Year in Review publication would be 'How PHARMAC makes a difference' and it would include stories from patients and health professionals. PHARMAC was still intending to publish the document in hard copy, and to have it available online as an interactive document. Members agreed this was a positive move and could also invite people to more deeply explore the PHARMAC website

Jannel sought ideas from the committee about what they would like to see in the 2019 Year in Review. A frequently asked questions section was suggested to help with myth busting.

Jannel showed members a draft diagram of the pharmaceutical funding process, and sought feedback. Members saw it as a potentially useful resource for informing communities. The previous version emphasised clinical inputs, while consumers were invisible.

Members agreed the Factors for Consideration diagram could be made more people-friendly. Members suggested also making an audio version, using conversational language

Members agreed videos were an effective way of reaching communities, but cautioned that they needed to have a defined life-span in case the subjects of the videos passed away. Members suggested using a "heroes' journey" approach, which was an effective method of storytelling.

Jannel asked if there were any cultural issues to consider. Members agreed to test draft concepts and provide feedback.

## **9. Transparency Funding application close-out project**

Lisa Williams (Director of Operations), joined the meeting to outline the application close-out project. This would help with PHARMAC's drive to make decisions faster, clearer and simpler

The project aimed to reduce the number of medicines funding applications awaiting PHARMAC funding. PHARMAC had been through its list of funding applications and identified those that were no longer being actively considered. Proposals became inactive for a number of reasons:

- Ranked on the Recommended for Decline list for more than two years;
- Ranked on the Cost Neutral or Cost Saving list more than two years ago & following negotiations considered unlikely to achieve such pricing;
- No supplier with Medsafe-approved medicine;
- Overtaken by events;
- Suitable to merge with another proposal.

Lisa outlined work to date, including going through the list of more than 600 open applications. More than half have become inactive for the reasons outlined above PHARMAC had consulted on a proposal to decline eight proposals, as a first step, and had received 27 consultation responses Feedback had been considered, and final decisions had been made

PHARMAC intends to identify further groups of inactive applications that can be progressed for decisions. In future, consultations on inactive applications may include as many as 50 products.

In future if all new funding applications were progressed to a final decision within two years, PHARMAC would be able to give better certainty to the sector and public as to what is, and is not, being actively considered for funding

Members agreed that the approach PHARMAC was taking was reasonable, and that the terminology being used was acceptable Members considered that the work would be welcomed in the community, particularly the move towards greater clarity Members agreed this would help provide certainty to the health sector, which was what people were asking for.

Members asked for Lisa's slide pack to be available to members, and for PHARMAC to link in with the DHB consumer council network.

Meeting closed 3 pm.