

Executive team update to the Board

May 2023

Summary

This update, accompanying the Integrated Performance Report (IPR), includes recent activity highlights not included in the IPR.

Recent guidance is highlighted illustrating how we are:

- Focussing on what matters most
- Creating useful and useable advice
- Learning from data and implementation

Three additional recent initiatives are highlighted which help address these ambitions: our international collaboration with the Canadian Agency for Drugs and Technologies in Health (CADTH) and the US's Institute for Clinical and Economic Review (ICER) to increase transparency in our guidance, our new interim methods guide for our proportionate approach to technology evaluations to enable streamlined and faster evaluations where appropriate, and our recent successful brand campaign to help engage primary care professionals in our guidance development to produce more useful and useable advice.

Spotlight on recent guidance: focussing on what matters most by helping tackle antibiotic resistance

NICE is helping tackle the global challenge of antibiotic resistance and the burden of urinary tract infections by evaluating four rapid point of care tests.



NICE's Early Value Assessment project identified four tests which can help maximise the use of antibiotics where they are most effective. One fifth of antibiotics prescribed in 2019/20 in England were for lower urinary tract infections, and there is a need for new tests which can accurately determine whether an infection is present.



The committee issued draft guidance calling for further research to establish how accurately the four tests detect and identify bacteria and test for which antibiotic is most effective, and how much the tests affect decisions about antibiotic prescribing.



Further research will provide a more detailed picture of the tests' accuracy and potential benefits so NICE can make a further recommendation on their use in the NHS. This can better target antibiotic use, helping reduce both antibiotic resistance and significant morbidity.

Spotlight on recent guidance: creating useful and usable advice with rapid guidance addressing unmet need

NICE's Early Value Assessment programme identified the need for a new product to enable targeted antibiotic prescribing in newborns, and has issued rapid guidance enabling earlier access to a genetic test while further evidence is generated.



NICE has recommended a genetic test to prevent newborn babies going deaf if they are prescribed antibiotics. Current laboratory testing does not provide fast enough results to enable targeted antibiotic prescribing in newborn babies. This means that some babies with the m.1555A>G genetic variant go deaf following the use of gentamicin.



NICE's committee rapidly assessed the evidence for a new swab test and NICE is conditionally recommending it be used within the NHS while further evidence is generated. The assessment of the genedrive kit was carried out through NICE's Early Value Assessment pilot project.

Spotlight on recent guidance: continually learning from data and implementation via the Cancer Drugs Fund

Recommending new cancer treatments through the Cancer Drugs Fund means people have faster access to care while further evidence is gathered.



Around 1,000 people in total could benefit from a range of different CAR-T therapies which have been recommended by NICE in recent months. This includes Axicabtagene ciloleucel and Brexucabtagene autoleucel, two new personalised therapies which will be available through the Cancer Drugs Fund.



This allows patients to benefit from accessing the treatments while more data is collected to address uncertainties on how well the treatments work over a longer period and whether the results can be applied more generally to NHS practice.

Spotlight on international collaboration to improve the transparency of NICE guidance

- NICE is **increasing the transparency** of our guidance by changing **the way confidential information about health technologies is handled**.
- The changes are set out in new position statement **developed in collaboration with our international partners** the Canadian Agency for Drugs and Technologies in Health (CADTH) and the US's Institute for Clinical and Economic Review (ICER).
- For evaluations of health technologies starting from May 2023, NICE and CADTH will **not routinely remove clinical data that is awaiting publication** when they develop recommendations/guidance/decisions. This means that more information which is currently redacted at the request of companies will now be published, making our processes more streamlined and our decision making more transparent. This can help increase user **confidence in our guidance, making it more useful and useable**.
- This work forms part of NICE's new **proportionate approach to evaluations** of health technologies.

Spotlight on our proportionate approach to evaluating health technologies to produce more rapid guidance

- [NICE has published](#) an interim methods and process guide for the proportionate approach to technology appraisals.
- This methods and process guide describes how NICE will **apply light-touch, streamlined and faster evaluations to simpler, low-risk treatments**, enabling NICE to produce rapid guidance for these topics. It also ensures NICE can continue to have enough **time for complex areas that need tailored support**.
- As part of a pilot project that began last year NICE has so far recommended 5 treatments through this approach, **benefiting around 176,000 patients** and making our technology appraisals **process up to 45% faster**.

Spotlight on NICE's brand campaign to increase primary care professionals' engagement in our guidance development

- Primary care professionals are a critical group in both developing and implementing NICE guidance. To ensure their continued and **increasing involvement to help produce useful and useable advice**, our 3rd brand campaign pilot, live from 20 Feb to 31 Mar 2023, **targeted healthcare professionals (HCPs) in primary care**.
- We shared campaign content across NICE-owned and earned channels, with paid ads on LinkedIn and Google.
- This was **our best performing brand campaign to date**, generating:
 - over 21,500 landing page views
 - 410 newsletter signups and 21 GP reference panel applications
 - 838% uplift in page views of 'our committees' web page

Pre and post-campaign surveys shows an increase in positive responses after the campaign

