



## Category: Continuity of Care

**Award Reference Number:** 1284  
**Region:** National  
**Disease:** Anaemia/Renal  
**Organisation Type:** Pharmaceutical  
**Intervention:** Staff Education  
**Key words:** Janssen, Learning Aid, stand, Modules

### Optimising The Treatment of Anaemia Janssen

**Setting:** Janssen is part of the Johnson & Johnson family of companies, which comprises around 250 operating companies throughout the world. Janssen employs 500 people in the UK and is one of the world's leading research-based pharmaceutical companies. The team of 6 Key Account Managers within Janssen working on the OPTA education programme are also responsible for the sales of Eprex (a product for the treatment of Anaemia), we work with renal units in the whole of the UK.

**Introduction:** Janssen launched Eprex for the treatment of anaemia over 20 years ago. In the past we have offered basic anemia education programmes to help renal doctors and nurses. Historically, healthcare professionals came to our company head offices for this education. In 2008 we concluded it was no longer viable for healthcare professionals to come to our offices and decided to take the education to where people needed it - in the hospitals where they were working. We totally revamped the content and in 2008 we developed the OPTA education programme (OPTimising the Treatment of Anaemia). The OPTA education programme is a series of RCN accredited modules delivered by Janssen Key Account Managers to Renal Nurses at their place of work. The modules train nurses to treat patients with a holistic approach and cover all factors that affect patient's anaemia. We were asked to develop the modules as renal nurses reported that they knew the practical aspect of their job but didn't understand the science and principles behind what they were doing. They lacked the confidence to challenge doctors' practices and decisions (when they feel it would be appropriate) and also they lacked confidence when explaining anaemia to patients. The modules help to bridge this gap so that nurses understand their decisions more, they have more confidence when challenging doctors' practices and are better able to explain anaemia to patients.

**Nominated Contact:** Sarah Gregan, Key Account Manager, Janssen