



## Category: Personalisation of Care

**Award Reference Number:** 1290

**Region:** National

**Disease:** Lower Urinary Tract Symptoms and Benign Prostatic Hyperplasia

**Organisation Type:** Agency

**Intervention:** Patient Information/ education

**Key words:** Atlantis, Freeflo, Flomax Relief, LUTS, BPH

## FreeFlo Patient Support Programme

### Atlantis Healthcare

#### Setting:

Atlantis Healthcare (AH) have designed, developed and implemented over 50 patient support programmes worldwide. With over a decade of bringing positive change to many thousands of patients across an extensive range of disease areas, we have driven commercial outcomes for some of the largest pharmaceutical brands and have also lent our experience to government bodies and institutions to improve the healthcare delivery system.

#### Introduction:

Lower urinary tract symptoms (LUTS) due to Benign Prostatic Hyperplasia (BPH) affect in 1 in 4 men over the age of 40 in the UK alone. Flomax Relief MR is indicated for the treatment of urinary symptoms due to BPH in men aged between 45-75 years. In 2010 Flomax Relief MR, which contains the active ingredient tamsulosin, underwent a POM-P switch and became available to buy at the pharmacy. FreeFlo is a programme designed especially for men taking Flomax Relief. It aims to maximise the effectiveness of trial and ongoing use of Flomax Relief by providing relevant disease information and targeted messaging based on a man's individual beliefs about his urinary symptoms, BPH and its treatment. The design of the programme is strongly rooted in evidence, and has been developed with the involvement of Dr Martin Cartwright and Prof John Weinman, between them specialists in men's management of LUTS and medication adherence.

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