

- Facebook total reach- 181,324 individuals
- 7,064 clicks through Facebook to the website (click through rate of 1.78% compared to average click through rate for Facebook of 0.4%)

Lessons learnt: That it is possible to understand the levels of waste in returned inhalers with an agreed sampling process.

Message for others: Joint Working arrangements between Healthcare organisations and the pharmaceutical industry can lead to a greater understanding of a situation which can help with planning for the future.

References

1. Complete the Cycle NHS Grampian inhaler analysis April 2015 UK/MA/0010/14g Date of prep April 15
2. Complete the Cycle NHS Grampian Inhaler analysis November 2015 UK/MA/0010/14h Date of prep Nov 2015
3. Complete the Cycle NHS Grampian inhaler analysis June 2016 UK/MA/0010/14j Date of prep June 16