



## CYPRUS

### Health Insurance Organisation (HIO)

#### Rational use of medicines in the in- and out-patient sector

##### Educational strategies:

- ⇒ Dissemination of clinical guidelines to prescribers
- ⇒ Facilitation for public sector doctors for participation in educational activities

##### Managerial strategies:

Applicable only to public sector:

- ⇒ Electronic prescribing and dispensing in one major and one regional hospital
- ⇒ Gradual implementation of electronic dispensing in outpatient healthcare centres
- ⇒ Prescription guidelines for public sector doctors
- ⇒ Personal prescription booklet
- ⇒ Prescribing restrictions i.e. certain medication prescribed by specialists only
- ⇒ INN prescribing in the public sector
- ⇒ Generic substitution and substitution at ATC level 4 for selected categories
- ⇒ Formulary for in-patient and outpatient sector
- ⇒ Initiation of HTA implementation in the decision reimbursement making process

Strategies to  
improve use of  
medicines

##### Economic strategies:

- ⇒ Tenders as the main tool of procurement of medicines in the public sector
- ⇒ Clustering in the tendering process in order to procure the most cost effective therapeutic option
- ⇒ Price control of medicines in private sector through external price referencing every two years
- ⇒ Regressive mark-up profit margin for retail pharmacies in private sector (will be implemented beginning of 2013)

##### Regulatory strategies:

- ⇒ Pharmaceutical promotional activities are regulated: Advertising in media is not allowed for POM. OTC advertising is allowed in all media
- ⇒ Procurement of all drugs in the public sector as public goods based on Directive 2004/18/EC
- ⇒ Code of ethics for the promotion and marketing of drugs among R&D pharmaceutical companies

##### Evaluations of the measures:

- ⇒ Tender procedure for the public sector leads to significantly lower prices especially in generic and me-tooos
- ⇒ Generic substitution in public sector has resulted in an increase of generic drugs consumption. Generic consumption (by volume) for outpatient public sector is 75% vs 25% for outpatient private sector