

Collaborative Working Project executive summary

Project title	A collaborative working agreement between Sanofi and Oxfordshire university hospitals NHS Trusts Dermatology service to develop, launch and evaluate a series of videos on dermatological conditions to support patient/ HCP education.
Partner organisation/s	Oxford University Hospitals Trust, Churchill Hospital, Old Road, Headington, Oxford, OX3 7LE Sanofi, 410 Thames Valley Drive, Reading, Berks, RG6 1PT
Project rationale	<p>The dermatology service at Oxford University Hospitals NHS Foundation Trust (OUH) is the primary Hub for all dermatological conditions within the Thames Valley region. It provides specialist dermatology services to Buckinghamshire, Oxfordshire and Berkshire West ICS, Swindon and Wiltshire as well as parts of the West Midlands and outer London.</p> <p>As with all dermatology services OUH is under significant pressure at this time, particularly with the additional focus placed on 2-week cancer wait times.</p> <p>As part of a range of service improvement options it has also been noted that an ever-larger proportion of specialist clinical interactions is being spent educating patients around aspects which could be supported in a primary setting. This in turn reduces the available time in clinic to address issues pertinent to a secondary care setting. It is also felt that this impacts on the overall outpatient service delivery by causing clinics to run over reducing both clinical capacity and increasing pressure placed on HCPs.</p> <p>The project will look to develop a framework for identifying the amount of time a service spends on average on these subjects and which subject matters are routinely being covered. An initial pilot of several 3 minutes video interventions (i.e., Vulva Dermatitis care, what to expect when visiting clinic, Isotretinoin update, what to expect in the patch testing clinic and basics of eczema management) will be created aimed at both patients and GPs. Their impact will be measured via click rate, time of interactions and content feedback. Local clinicians will be used to support engagement and patient empowerment.</p>
Project period	Quarter 2 2025 to Quarter 1 2026

<p>Project objectives</p>	<p>Patients:</p> <ul style="list-style-type: none"> • Easy to digest, localised, disease area specific patient educational resource. • Ready access to key information critical to the management of their condition • Access to information in a format that is easily digestible from individuals they know and trust. • Less specialist consultation time spent covering simple subjects and more time focused on improving care. • Increased time in specialist clinical setting for patients to receive treatment. • Care closer to home, more control of disease management in the hands of the patient. <p>NHS:</p> <ul style="list-style-type: none"> • A unique approach to covering 4 of the most time consuming clinical subject matters covered in specialist consultation. • Increased clinical capacity in outpatients. • Additional educational route for HCPs in primary care • Reduction in waiting times. • Improved referral quality • Supporting in achieving the dermatology and skin cancer recovery goals • Potential improvements in medicine adherence <p>Sanofi:</p> <ul style="list-style-type: none"> • Decrease the time taken for patients suitable for therapeutic interventions to reach the point of initiation. • Improved understanding of the pressure points and priorities associated with a high-quality dermatology and skin cancer service. • Improved corporate reputation within Oxfordshire University Hospitals NHS trust and the wider ICS. • A replicable pilot project that could be used in other areas facing a similar issue (at a reduced financial outlay) <p>This project will be completed using combined funding of approximately £17,000 (Sanofi 56% NHS 44%)</p>
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