

## ISRAEL

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

#### Educational strategies (not exhaustive):

- ⇒ The MOH (Ministry of Health) provides information to the general public and to health professionals via its internet site, e.g. promoting media campaigns to encourage vaccinations or to inform about counterfeit medicines
- ⇒ The four HMOs (Health Maintenance Organizations) provide their physicians with updated information via intranet, subscriptions to relevant medical journals and professional conferences
- ⇒ The HMOs provide their patients with informative newsletters, educational materials about illness-related treatments, telephone campaigns to encourage use of preventive medicine services, among other services

#### Managerial strategies(not exhaustive):

- ⇒ The MOH and IMA (Israeli Medical Association) provide physicians with guidelines for treatment and rational use of medicines
- ⇒ The MOH sets the reimbursement list of medicines detailed in the NHI (National Health Insurance) law
- ⇒ Each HMO determines its own preferred medicines list within the framework of the NHI and uses a prescription software to this end
- ⇒ Each hospital determines periodically its own preferred medicines list
- ⇒ The MOH encourages the continuity of care of patients between the in- and out-patient sectors
- ⇒ The MOH has made the pharmaceutical companies responsible for collecting and reporting any new information on side-effects of their medicines

#### Strategies to improve use of medicines

#### Economic strategies (not exhaustive):

- ⇒ The pharmaceutical market in Israel is characterized by a multiplicity of players. Each HMO manages its own purchasing strategies
- ⇒ The HMOs recommend the use of generic medications or the lowest cost medicine
- ⇒ A prior authorization process is requested by the HMOs for specific or very expensive medicines
- ⇒ In order to prevent abuse of the co-payment system, the HMOs are required to dispense the suitable treatment package-size. For example they must dispense a package of 30 tablets rather than 3x10 tablets
- ⇒ The HMOs monitor physician prescription especially for chronic patients treated with numerous medications ("poly pharmacy")

#### Regulatory strategies (not exhaustive):

- ⇒ The MOH sets a maximum price list for medicines
- ⇒ In 2012, the MOH has expanded the maximum price model to include imported unlicensed items (with MOH approval)
- ⇒ The MOH plans to develop an interface to encourage knowledgeable consumption of OTC medicines and competition between the pharmaceutical companies
- ⇒ The MOH prohibits advertising of prescription medicines and allows advertising of OTC medicines with prior authorization

#### Evaluations of the measures:

The MOH is currently in a process of collecting relevant information and will inform you in the future