



# NEWS RELEASE

Australian Divisions of General Practice Ltd.

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## **PBS Campaign will support Quality Use of Medicines**

The Government's national advertising campaign on the PBS will help Australians understand the value of this vital component of our health system, according to the Australian Divisions of General Practice.

"The PBS is a big ticket item, representing about 15% of the total health budget. It is an Australian public policy success story that is the envy of many other countries," Dr Rob Walters, Chair of ADGP said today.

"For over 50 years the PBS has ensured Australians can access life saving medicines at an affordable price. It has the strong support of GPs, other health professionals and the general community.

"This campaign will help every Australian understand how they can play a part in ensuring the PBS remains sustainable and continues to deliver value for money to the community.

"The campaign also highlights the role of GPs in promoting the quality use of medicines. As 90% of PBS expenditure is generated through prescriptions from GPs, it is important that GPs are given the information and support they need to promote the quality use of medicine to their patients.

"Divisions of General Practice are actively involved in a number of successful programs that promote quality prescribing, to achieve better health outcomes and increase the rational use of medicines. These include the Home Medicines Review Program (in collaboration with the Pharmacy Guild) and the Enhanced Divisional Quality Use of Medicines Program.

"Divisions also work closely with the National Prescribing Service to deliver quality use of medicines support to GPs. Improving the ways we prescribe and use medications is the key to ensuring the PBS continues to deliver maximum health benefits to the community.

"It is also important to emphasise that appropriate prescribing can result in longer term savings to the budget through reduced hospital admissions and increased productivity.

"This campaign will play an important role in raising community awareness of the PBS and supporting GPs to promote the quality use of medicines to their patients.

"I urge the Government to work closely with peak GP bodies to develop practical and sustainable strategies to ensure that the PBS can continue to meet the needs of all Australians," Dr Walters said.

*For comment:*

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