



Working with Greater Manchester stakeholders to design and implement a Pain Management Resources Hub



Situation

More than half a million people in England are prescribed opioid analgesia for longer than 3 months, the majority having chronic pain that is not associated with cancer. The National Institute for Health and Care Excellence (NICE) guidance states that opioids should not be offered to manage chronic non-cancer pain as harm out-weighs the benefit.

As part of the national Medicines Safety Improvement Programme, Health Innovation Manchester held discovery workshops with Greater Manchester stakeholders who told us that to successfully support people living with chronic pain, primary care health care professionals needed more education, training, tools, and resources.

Action

We found partners and stakeholders who understood the problem and were motivated to support change. We collaborated with these teams and groups to co-develop resources in an accessible format. This ensured that value and impact was optimised and met the needs of the intended audience.

This became the [Greater Manchester Pain Management Resources Hub](#) that was co-designed with healthcare professionals and people with lived experience of pain:

- The NHSGM Chief Pharmacist and the Integrated Pharmacy and Medicines Optimisation (IPMO) Group provided strategic direction to align with local medicine priorities
- Multi-disciplinary working groups refined project objectives and identified the most effective programme outputs
- Place-based champions were vital for gaining buy-in with frontline health care professionals and amplifying messages about events, training, and resources
- Pain Specialists led the development of local resources and assessed pain management materials to add to the Hub
- The Greater Manchester Medicines Management Group (GMMM) endorsed the Hub and locally developed content
- People with lived experience of chronic pain were supported by the project team to produce a patient information leaflet which focused on what they felt was important to share with others living with chronic pain
- The University of Manchester Medicine and Health team supported an experience-based co-design approach with primary care health care professionals to review how we shared the pain management resources and identify further improvements
- The programme team worked with system partners to promote the Hub through communication channels using a bespoke launch campaign

Result

The [Greater Manchester Pain Management Resources Hub](#) brings together all the programme assets in one place. It launched on 17th January 2024 and is available on the GMMM, GP Excellence, GM Training Hub, and Health Innovation Manchester websites. The resources available to health care professionals supporting people living with pain, include guidance for effective consultations, patient self-management information to share, clinician aids and tools, shared learning and education resources, how to use data to understand the local population, and information to access related services across the conurbation.

What our clinical colleagues say about the Hub...



"I envision a thriving hub that enables the sharing of learning and expertise, encourages compassion, and drives adoption of innovation; ensuring that every patient's pain is met with understanding and skill supported by a comprehensive toolkit" **Dr Tracey Vell**, Medical Executive Lead for Primary Care, NHS GM



"This resource will provide guidance on how to change the focus from pain reduction to improved function with self-management strategies, effective use of medications and with de-prescribing strategies where they are unhelpful" **Dr Mahindra Chincholkor**, Clinical Director Manchester and Salford Pain Centre



"I am thrilled to champion the launch of our ground-breaking Pain Management Resources Hub; meticulously co-designed with health care professionals and individuals with lived experiences of pain, is a testament to our commitment to transformative care" **Kenny Li**, Chief Pharmacist NHS GM



"It is a great starting point if you want to begin working on pain prescribing but are unsure where to start. It will also help those who are already focusing on it and want to expand their portfolio of work around pain prescribing." **Aleksandra Houghton**, Co-Chair Integrated Pharmacy & Medicines Optimisation Group