



# Resources for Effective Sleep Treatment (REST): case study of engaging general practice teams to improve the quality of care for patients presenting with sleep problems

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# Method: multiple case study

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- ❑ Empirical enquiry investigating a contemporary phenomenon in real-life context
- ❑ Boundary between phenomenon and context unclear
- ❑ Using multiple sources of evidence, triangulating data



Yin RK (2003) *Case study research: design and methods* Ca, Thousand Oaks: Sage.

# Questions

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- ❑ Why and how did general practices engage to improve quality of care for insomnia?
- ❑ What was the effect of this engagement?
- ❑ What are the lessons for future quality improvement collaboratives?



# Insomnia and general practice

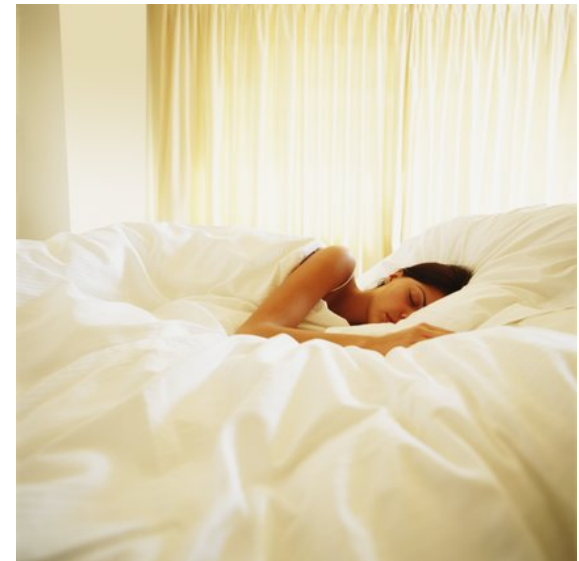
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- ❑ Common > 30% of adults in any year
- ❑ Recurrent or chronic in 33%, i.e. 10% of population
- ❑ Psychological, physical effects, reduced productivity and impaired quality of life
- ❑ Hypnotic drug use persistent despite evidence for non-pharmacological interventions

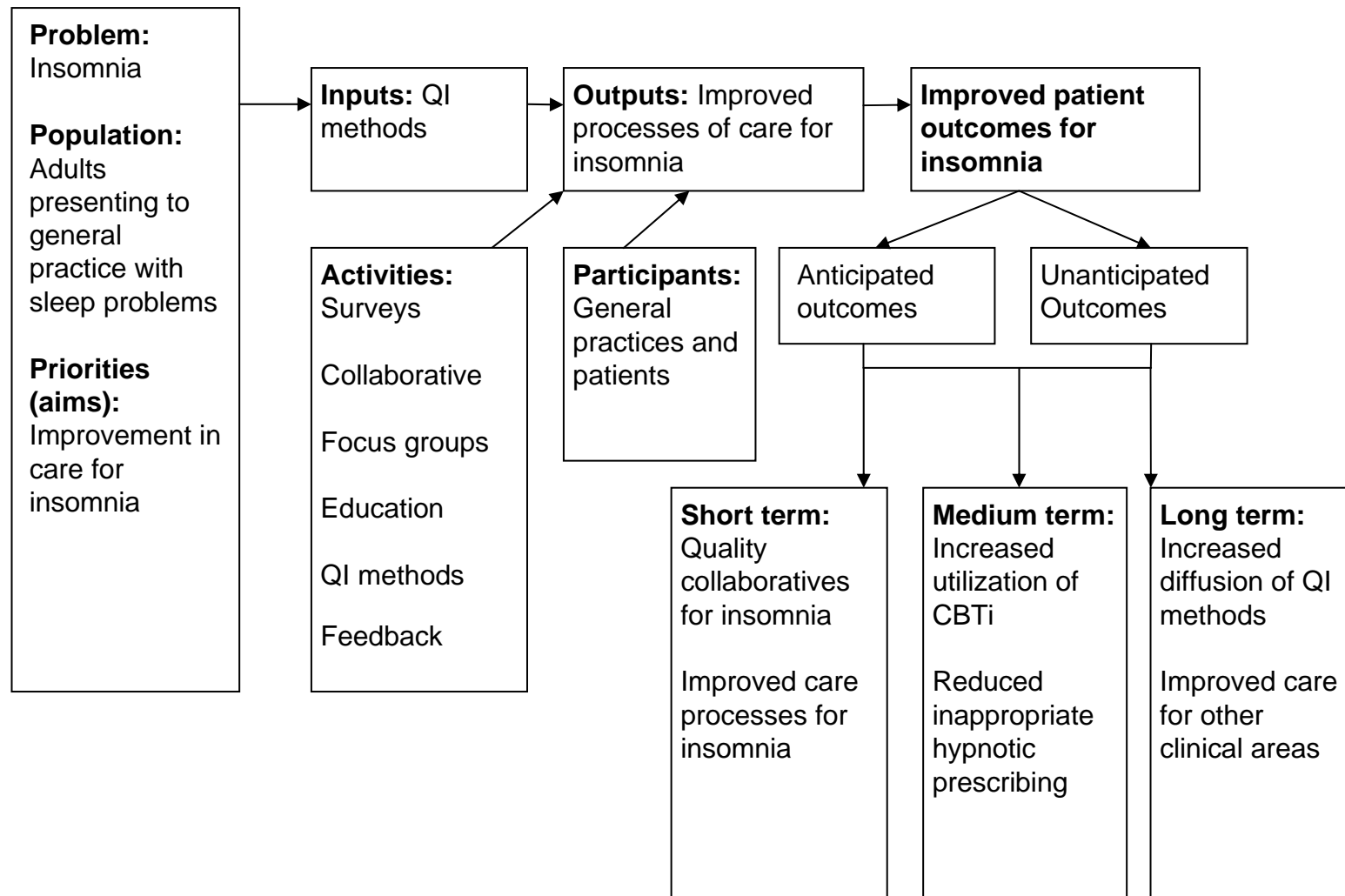


# Resources for Effective Sleep Treatment

- ❑ Improve the user experience of treatment for insomnia
- ❑ Increase non-pharmacological treatment of insomnia
- ❑ Reduce rate (and costs) of inappropriate Z- drug and benzodiazepine hypnotic prescribing



# Logic model: design



Wholey, J.S. (1979). Evaluation: promise and performance. Washington, D.C.: Urban Institute.

# Practitioner beliefs about sleep

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- GPs did not like prescribing drugs but were not sure what else they could do or how to do this
- Compared to anxiety where GPs tended to use or refer for psychological treatments for insomnia, drugs were often an early choice of treatment, particularly Z drugs over benzodiazepine hypnotics
- GPs positive to initiatives to reduce inappropriate prescribing

Siriwardena AN, Qureshi Z, Gibson S et al. Family doctors' attitudes and behaviour to benzodiazepine and Z drug *BJGP* 2006.

Siriwardena AN et al. General practitioners' preferences for managing insomnia and opportunities for reducing hypnotic prescribing. *J Eval Clin Pract* 2010 (in press).



# What patients told us about hypnotics

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- ❑ 95% had taken hypnotics for 4 weeks or more
- ❑ 45% advised to continue treatment for a month or more and a further 42% not advised on duration
- ❑ 92.1% were on repeat prescriptions
- ❑ 87.9% first prescribed by GP
- ❑ 18.6% wished to stop medication

Siriwardena AN, Qureshi MZ, Dyas JV, Middleton H, Ørner R. Magic bullets for insomnia? Patients' use and experience of newer (z drugs) versus older (benzodiazepine) hypnotics for sleep problems in primary care. *BJGP* 2008.







# What patients needed

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- Listening, empathy, taking the problem seriously
- Health beliefs: concerns about sleep tablets vs. need for help
- Previous self-help: what they have tried already: OTC, complementary
- Careful assessment
- Problem focused therapy: including CBT-i

Dyas JV et al. Patients' and clinicians' experiences of consultations in primary care for sleep problems and insomnia: a focus group study. *BJGP* 2010; 60: 329 -333.

# What practitioners needed to understand

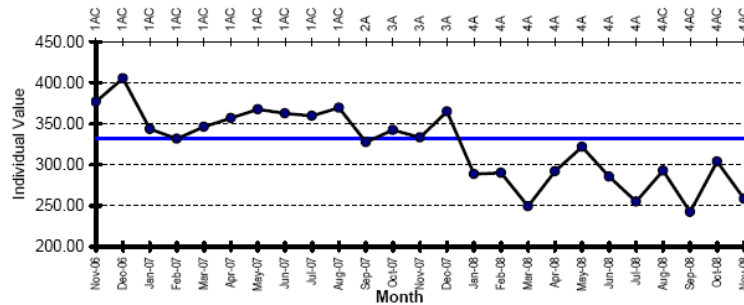
- ❑ Don't assume that patients would always want or need a prescription
- ❑ Many patients had tried non-drug treatments but not adequately or consistently
- ❑ Patients are often open to alternatives



Dyas JV et al. Patients' and clinicians' experiences of consultations in primary care for sleep problems and insomnia: a focus group study. *BJGP* 2010; 60: 329 -333.

# Changes in processes and prescribing

SWINGBRIDGE SURGERY

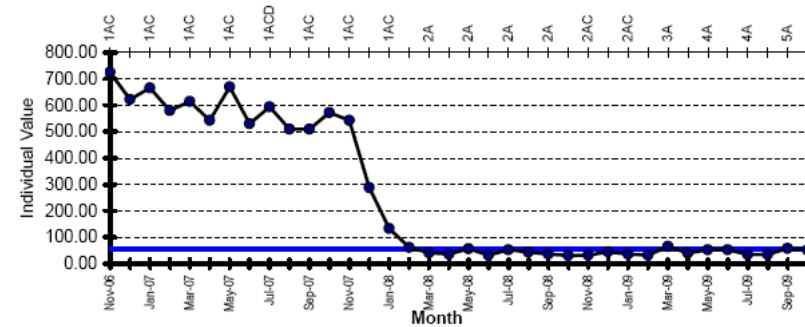


N 26  
 Average 322.8644  
 Median 331.59  
 N Runs 4  
 Min Runs 8  
 Max Runs 17

Special Cause(s) Detected

Tests:  
 A. Falls Runs Test  
 B. Trend of 7  
 C. 8 One Side of Median  
 D. 14 Alternating  
 E. 7 Same Value  
 X. Excluded or Missing Data

BINBROOK SURGERY

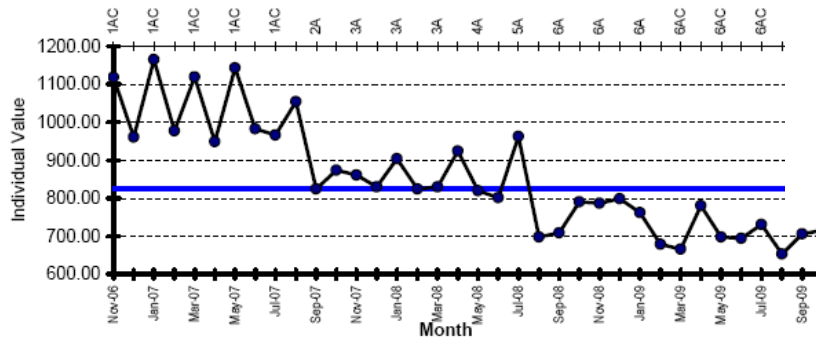


N 36  
 Average 250.691111  
 Median 56.48  
 N Runs 6  
 Min Runs 13  
 Max Runs 24

Special Cause(s) Detected

Tests:  
 A. Falls Runs Test  
 B. Trend of 7  
 C. 8 One Side of Median  
 D. 14 Alternating  
 E. 7 Same Value  
 X. Excluded or Missing Data

NEWMARKET MEDICAL PRACTICE



N 36  
 Average 854.529444  
 Median 824.515  
 N Runs 6  
 Min Runs 13  
 Max Runs 24

Special Cause(s) Detected

Tests:  
 A. Falls Runs Test  
 B. Trend of 7  
 C. 8 One Side of Median  
 D. 14 Alternating  
 E. 7 Same Value  
 X. Excluded or Missing Data



# Why did change occur?

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**Interest in topic**

**Funding**

**High prescribing**

**Concern re hypnotics**

**Peer pressure**

**Non-PCT initiative**

**Non-QOF**



**Initial interest**



**Engagement and  
innovation**



**Changes in  
practice and  
feedback**

# How did change occur?

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- ❑ Real engagement of practice staff
- ❑ Willingness to innovate and initiate change
- ❑ Better understanding of patient expectations and staff preconceptions
- ❑ Commitment to address educational and learning needs for patients and practitioners
- ❑ Overcoming barriers to implementing new tools and techniques
- ❑ Response to feedback on new tools and techniques
- ❑ Approach tailored to practice



**Problem:**

- Poor care of insomnia
- Low levels of interest
- Limited understanding
- Therapeutic inertia
- +/- Pressure to change

**Population:**

- Primary professionals
- Patients
- Commissioners
- Regulators

**Priorities (aims)**

- Improvement in care for insomnia
- Reduction in inappropriate prescribing

**Inputs:** QI activities

**Outputs:** Improved care processes for insomnia

**Improved patient outcomes for insomnia**

**Activities:**

- Survey feedback
- Interviews of patients and practitioners
- Collaboratives
- [Education] Providing resources
- Overcoming barriers with QI methods
- Sharing knowledge
- Feedback

**Participants:**

- General practices
- Patients
- PCT

**Competing explanation**

- Other initiatives*
- Pressure on prescribing budgets*
- Peer/regulatory pressure*
- Etc.*

**Anticipated outcomes**

**Unanticipated Outcomes**

**Short term:**

- Improved care processes for insomnia
- Model(s) for testing
- Worse experience for some patients**
- Lack of support and unmasking**

**Medium term:**

- Increased utilization of CBTi
- Reduced inappropriate hypnotics
- Increased use of other sedatives**
- Failure to implement**

**Long term:**

- (?) Increased diffusion of QI methods**
- (??) Improved care for other clinical areas**

**Evidence/ data:**

Surveys

Observation (inc. participant)

Interviews, meetings and focus groups

Time series

Surveys

Randomised controlled study

# Conclusions

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- ❑ GPs and patients contributed to information for how care for insomnia could be improved
- ❑ Practices tested out new models of assessment and non-drug treatment including components of CBTi showing how these could be 'normalized' within a primary care setting
- ❑ This type of 'modelling' collaborative is helpful for developing new or adapting existing interventions prior to formal testing

Siriwardena AN et al. Effectiveness and cost-effectiveness of an educational intervention for practice teams to deliver problem focused therapy for insomnia: rationale and design of a pilot cluster randomised trial. *BMC Family Practice* 2009, **10**:9





# Contributors

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- ❑ Dr Casey Quinn, NIHR Research Design Service East Midlands
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# Thank you

Lincolnshire **NHS**  
Teaching Primary Care Trust

