

PRESS RELEASE

Clinically-validated computer-guided software to launch in up to 150 GP practices across Greater Manchester to support better adult asthma and COPD care

- Over two million people in the UK are estimated to be living with uncontrolled asthma and across the UK, only 17.6% of patients living with COPD are receiving a full package of care.^{1,2}
- Respiratory-related emergency hospital admissions in Greater Manchester are 30% higher than the national average.³
- The MISSION project has been designed to improve outcomes in asthma and COPD care across Greater Manchester and will mark the largest regional implementation of computer-guided respiratory consultations in the UK.

Manchester, UK, 14th October 2024 – Chiesi UK and Ireland and Health Innovation Manchester have today announced the launch of the iMprovIng outcomeS in reSpIratOry acrOss Greater MaNchester (MISSION) project, which will introduce the clinically-validated LungHealth software in up to 150 GP practices across Greater Manchester over a two-year period. The software incorporates existing digital technology such as embedded algorithms based on national and international guidelines, alongside the patient's own medical records, to provide a computer-guided consultation for asthma and COPD annual reviews either remotely or face-to-face.

The project, which marks the largest regional implementation of LungHealth software in the UK, aims to evaluate whether such technology can improve the overall quality, effectiveness and consistency of reviews, to reduce the impact of asthma and COPD exacerbations on patients and the NHS. It has been estimated that NHS England may be able to make up to £65.6million savings in Year 1 assuming all practices implement the LungHealth software (£30.9 million investment).⁴ Data collected from this collaborative working project will be presented to support NHS decision-making on long-term adoption of technology to support respiratory reviews.

MISSION is being launched in response to critical gaps in asthma and COPD care. Over five million people in the UK have asthma, and 1.4 million are living with COPD.^{2,5} Due to the significant morbidity and mortality rate associated with respiratory diseases in the UK, guidelines recommend that respiratory patients should receive reviews at least every 12 months.^{6,7} However, estimates suggest that only 30% of people living with asthma, and less than 20% of people living with COPD in the UK receive even the basic levels of care.^{2,8} This includes delays in diagnosis and misdiagnoses, insufficient disease management and gaps in medical guidance and support.^{2,8} Greater Manchester has high asthma and COPD prevalence and poor respiratory outcomes, with emergency hospital admissions 30% higher when compared to the national average.³

Ralph Blom, General Manager, Chiesi UK and Ireland, commented, *"At Chiesi, we're dedicated to improving patient outcomes through innovative solutions that support healthcare professionals, the wider NHS and enhance patient care. This partnership is*

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integral to delivering better care for people with respiratory diseases, easing healthcare workloads, and meeting the unmet needs of our local communities. We're excited to see the positive impact it can have."

The software provides support for healthcare professionals to perform high quality and consistent reviews to national and international standards, promoting purposeful history taking and providing prompts to consider guideline-based treatment interventions, regardless of clinical expertise. The technology incorporates a comprehensive data dashboard to view outputs and can be used remotely or in-person to guide and inform appropriate action at annual reviews, involving the patient in decision-making at each stage to ensure they are fully engaged in the management of their condition. Additionally, the software signposts community support available such as pulmonary rehabilitation services and smoking cessation and provides clinical prompts to upskill healthcare professionals for the future. The technology aims to streamline patient care and reduce the burden on healthcare providers by improving the efficiency of reviews. The initiative also supports the NHS's green agenda by aiming to reduce carbon-heavy hospital admissions due to asthma and COPD exacerbations.

"We hope that our collaboration with Chiesi will show significantly improve outcomes for our asthma and COPD patients in Greater Manchester, demonstrating the role technology can play in addressing health challenges" said Dr Tracey Vell, Medical Director, Health Innovation Manchester. "The software will help clinical reviews of patients for busy GP practices and ensure patients are provided with the optimal care. The implementation of the LungHealth software will enable more efficient reviews in line with the very latest guidance, easing the burden on Primary Care, with better care for patients."

MISSION is a collaborative working project between Chiesi UK and Ireland and Health Innovation Manchester. LungHealth is delivered as part of the project by National Services for Health Improvement. Further information can be found at <https://www.chiesi.uk.com/collaboration>.

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About Chiesi Group

Chiesi is a research-oriented international biopharmaceutical group that develops and markets innovative therapeutic solutions in respiratory health, rare diseases, and specialty care. The company's mission is to improve people's quality of life and act responsibly towards both the community and the environment.

By changing its legal status to a Benefit Corporation in Italy, the US, and France, Chiesi's commitment to create shared value for society as a whole is legally binding and central to company-wide decision-making. As a certified B Corp since 2019, we're part of a global community of businesses that meet high standards of social and environmental impact. The company aims to reach Net-Zero greenhouse gases (GHG) emissions by 2035.

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With over 85 years of experience, Chiesi is headquartered in Parma (Italy), with 31 affiliates worldwide, and counts more than 7,000 employees. The Group's research and development centre in Parma works alongside 6 other important R&D hubs in France, the US, Canada, China, the UK, and Sweden.

For further information please visit www.chiesi.uk.com.

About Health Innovation Manchester

Health Innovation Manchester (HInM) is a place-based innovation organisation, formed in 2017 by the health, care, civic and academic leaders of Greater Manchester (GM), with a vision to be world leading in improving the lives of local people, transforming care and boosting the economy through innovation.

To achieve HInM's vision, four key objectives outline the focus of its work over the next three years:

1. Address high priority drivers of population health by deploying proven innovations at scale, with a major focus on primary and secondary prevention.
2. Establish GM as a global learning market for accelerated access to novel innovations at scale.
3. Optimise digital and data products and services to understand the population, define their needs and develop new models and pathways.
4. Work with partners to enhance the GM system's capacity and capability to deliver health innovation and demonstrate impact.

HInM works across several research and innovation policy areas, integrating the functions of the national Health Innovation Network, an Academic Health Science Centre, ICS-wide digital transformation and the NIHR Applied Research Collaboration for Greater Manchester.

For further information please visit www.healthinnovationmanchester.com.

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