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Medicines Optimisation Innovation Centre

Newsletter October 2026

RESPOND Project Goes Live



The RESPOND Project officially went live on 7 October, marking a key step forward in improving respiratory care across the Southern Trust area.

Delivered through a collaborative working partnership between Health and Social Care and AstraZeneca, RESPOND is a new initiative designed to deliver an integrated, end-to-end respiratory pathway.

The project focuses on improving care for patients living with asthma and chronic obstructive pulmonary disease (COPD) by supporting earlier diagnosis, faster treatment optimisation, and more coordinated care closer to home.

To mark the launch, MOIC Director Dr Glenda Fleming joined Alex Gueret-Wardle, Director of Medical and Scientific Affairs at AstraZeneca, at NICON 2026 to present an overview of RESPOND and its vision for transforming respiratory care through innovation and partnership working.

Poland Integrated Management (PL-IMM) Takes the Next Step



MOIC is delighted to congratulate Dr Kamila Urbanczyk on securing funding for PL-IMM through the SONATINA10 funding call.

PL-IMM will be the first multicentre randomised trial of its kind in Poland, involving more than 700 surgical patients across eight hospitals and led by the Regional Specialist Hospital in Wroclaw. The study will evaluate whether continuous clinical pharmacist involvement in medication management can reduce drug-related problems, improve medication safety and enhance patient outcomes after discharge.

The project began in collaboration with MOIC, where Kamila was first introduced to the Integrated Medicines Management (IMM) model developed in Northern Ireland. Building on this partnership, she adapted and tested the approach within the Polish healthcare system as part of her PhD research.

This new funding will enable the transition from a single-centre pilot to a large-scale national trial, further strengthening the evidence for clinical pharmacy services and demonstrating the international impact of MOIC's work in medicines optimisation. **MOIC will have an Expert Advisory role in the project and we congratulate Kamila on this significant achievement and wish her every success as the project progresses.**

Community Pharmacy Evaluations Inform Future Service Development

Community Pharmacy Stop Smoking Service Evaluation

Smoking remains one of the most significant public health challenges in Northern Ireland, and the Community Pharmacy Stop Smoking Service continues to play an important role in supporting people to quit smoking. MOIC was commissioned by the Department of Health (DoH) to undertake an evaluation of the current service model to inform future service redesign. Feedback was gathered from a wide range of stakeholders, including service users, service providers and pharmacies not currently participating in the service.

The evaluation found that the service is both clinically effective and highly valued by those who use and deliver it. In addition, the review identified eight key areas for improvement to support service modernisation and ensure it continues to meet the needs of patients and the health service in the years ahead.

The full evaluation report is available on the MOIC website: Stop Smoking Service Evaluation Report

Pharmacy First Shingles Pilot Evaluation

The Pharmacy First Pilot Service for the Treatment of Shingles has been operating in 50 community pharmacies across Northern Ireland since January 2025. The pilot was commissioned as part of the Department of Health's 2024/25 Winter Preparedness Plan and provides assessment and treatment for eligible patients aged 18 years and over within the community pharmacy setting, in line with Northern Ireland antimicrobial guidance and NICE recommendations.

The pilot aimed to assess the capability of the community pharmacy network to manage shingles presentations in the community and, in doing so, reduce demand on other urgent care services. MOIC was commissioned by the Department of Health to evaluate the pilot service. The findings provide valuable insight into the effectiveness of community pharmacy-led care and its potential role in supporting wider health service transformation.

The full evaluation report is available on the MOIC website: Pharmacy First Shingles Pilot Evaluation Report

Exploring the Future of Personalised Healthcare at TMED11



Dr Glenda Fleming, Director of MOIC, recently attended TMED11 at the historic Guildhall in Derry-Londonderry. This leading international conference focused on translational medicine and personalised healthcare.

The two-day event brought together clinical researchers, academics, healthcare professionals and industry partners from across the UK and Europe to explore how clinical research and personalised prescribing are transforming patient care.

Delegates heard from internationally recognised experts, learned about innovative approaches to increasing participation in clinical research, and explored the growing field of pharmacogenomics and precision prescribing.

The conference provided a valuable opportunity for Dr Fleming to gain insight into the latest developments in research and innovation, while connecting with colleagues committed to improving patient outcomes through collaboration and evidence-based practice.

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MOIC Team Shares Expertise at ICCH Conference



MOIC's Anita Hogg and Joanne Brown attended the International Conference on Communication in Healthcare (ICCH), hosted by the International Association for Communication in Healthcare (EACH) in Belfast.

The conference brought together researchers, educators, healthcare professionals, students and policymakers from across the world to explore how effective communication can improve patient outcomes and strengthen patient-professional relationships.

As part of the programme, Anita and Joanne facilitated a workshop, sharing their expertise and experiences with delegates from across the healthcare sector. The conference provided a valuable opportunity to exchange ideas, showcase best practice and build connections with colleagues working to improve healthcare communication.

Anita Hogg Presents MOIC Innovations at International Pharmacy Congress

MOIC was proud to be represented on the international stage at the 8th Congress of Pharmacy in North Macedonia, where MOIC's Anita Hogg, shared her expertise as a plenary speaker during the Community and Clinical Pharmacy session.



The congress brought together more than 2,200 delegates from across the pharmacy profession, creating an invaluable opportunity to exchange knowledge, explore innovation, and discuss the evolving role of clinical pharmacy in improving patient care. Attendees included the Minister of Health, Deputy Minister of Health, and pharmacy leaders from across the region.

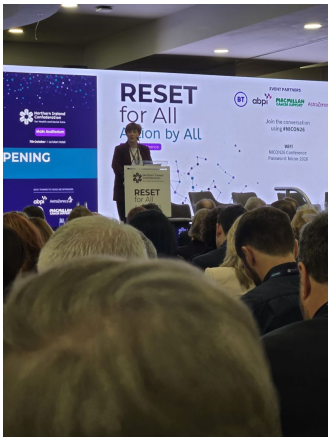
As part of the programme, Anita presented MOIC's work evaluating innovative clinical pharmacy practices, highlighting the impact of medicines optimisation and clinical pharmacy services on patient outcomes. Her participation enabled MOIC to contribute to international discussions on current challenges, emerging opportunities and future directions in pharmaceutical sciences and pharmacy practice.

A particular highlight of the conference was engaging with clinical pharmacy colleagues including Professor Maja Ortner Hadžiabdić from the University of Zagreb and Dr Olivera Spasovska, from North Macedonia whose insights reinforced the growing importance of clinical pharmacy services in modern healthcare.

The congress was a valuable opportunity to share learning, build international connections and showcase the work of MOIC. It highlighted the power of collaboration, innovation and shared expertise in advancing pharmacy practice and improving care for patients worldwide.

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Exploring Innovation and Partnership at NICON 2026



MOIC was delighted to attend NICON 2026, Northern Ireland's premier conference for health and social care leaders, professionals and partner organisations. Held under the theme "Reset for All | Action by All," this year's event brought together colleagues from across the health and social care sector to reflect on progress of the HSC Reset Plan and explore how staff, partners and the public can help shape the future of services.

The conference programme focused on a range of key priorities, including leadership and culture, neighbourhood-based care, digital transformation, workforce solutions and innovation. These discussions provided a valuable opportunity to consider how collaboration and new approaches can support sustainable, high-quality care for our communities.

Advancing Antimicrobial Stewardship Through Collaboration



MOIC was proud to be part of the organising committee for the Fourth All-Island Collaboration: A Multidisciplinary Approach to Antimicrobial Stewardship (AMS) Conference. The event brought together healthcare professionals, researchers, policymakers and academics from across Ireland to share knowledge, showcase best practice and explore innovative approaches to tackling antimicrobial resistance.

The conference opened in Dublin with a keynote address from Professor Andrew Seaton, while Day 2 featured a powerful presentation from James Corcoran of the Irish Sepsis Foundation, highlighting the patient perspective in sepsis care. MOIC's Anita Hogg was proud to support the conference through her role on the organising committee, helping to bring colleagues together from across the island to advance antimicrobial stewardship and improve patient care.

Sharing Learning at ESCP Autumn Symposium 2026



The ESCP Autumn Symposium 2026 in Almada, Portugal, brought together clinical pharmacy and medicines optimisation professionals from across Europe to explore digital innovation in healthcare.

MOIC colleagues Anita Hogg, Mike Scott and Joanne Brown, alongside Dr Kamila Urbanczyk and Sonja Guntschnig, led workshops showcasing innovative approaches to medicines optimisation and clinical pharmacy practice, sparking valuable discussion and knowledge exchange.

Later, Mike Scott and Anita Hogg joined Dr Anna Oleárová and Dr Kamila Urbanczyk to discuss how clinical pharmacy and medicines optimisation can support healthcare's digital transformation.

The symposium provided an excellent opportunity to share learning, strengthen international partnerships, and advance efforts to improve medicines use and patient outcomes across Europe.

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New Roles in Pharmacy Credentialing



We are delighted to congratulate Dr Joanne Brown, one of our Senior Research and Innovation Programme Managers, and Jaquie Hanley, Consultant Pharmacist (Antimicrobials) at WHSCT, on their appointment as Credentialing Experts for Northern Ireland by the Royal College of Pharmacy.

This exciting new role has been developed across the UK to promote the value of Royal College of Pharmacy credentialing and support its integration within local and regional pharmacy practice. Through their work, Joanne and Jaquie will help encourage professional development and strengthen engagement with credentialing across Northern Ireland.

Halloween Wishes from the MOIC Team

We hope you have a fantastic Halloween filled with fun, celebration, and perhaps a few seasonal treats along the way. Whether you're embracing the festivities, spending time with family and friends, or simply enjoying the colourful autumn scenery, we wish you a happy, relaxing, and enjoyable Halloween.

