MSD UK’s elimination strategy experience: Learnings to support the Government's goal of zero new HIV transmissions by 2030

UK-CAB, Friday 20th June 2025

MSD has sponsored the UK Community Advisory Board (UK-CAB) programme for 2025, and therefore the meeting has been partially funded by MSD. MSD have had no input into the content or agenda of this or any meetings, except this non-promotional presentation.

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Agenda

1. Hepatitis C Elimination Experience
2. Cervical cancer elimination experience
3. Learnings to support the Government's goal of zero new HIV transmissions by 2030
4. PIF TICK
5. Q&A

Hepatitis C elimination experience

Proprietary

Hepatitis C elimination experience

Programmes MSD have supported:

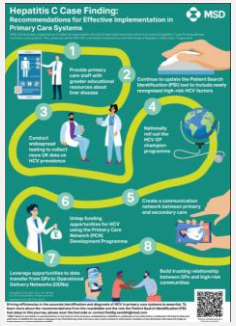
Peer-to-Peer Support	Provides support directly to the patient for testing and throughout the treatment, programme coordinated by The Hepatitis C Trust.
Point of Care Testing	Near patient testing capability. Rapid Hepatitis C Virus (HCV) RNA testing equipment in prisons, community and out-reach settings across England.
Care Navigators	Supports Operational Delivery Networks (ODNs) with direct resources to improve coordination and alignment between services.
Patient Search Tool	A case-finding tool which searches for coded HCV risk factors in patient records in primary care settings to identify at-risk patients who should be reviewed and, if appropriate, tested.
Fast Track Cities	Birmingham Fast Track Cities (eliminate HIV, Hep C, Hep B & TB by 2030)[1]

*ENGAGED	*TESTED	*TREATED
119872	75641	5642
79373	14563	2396
28228	15205	1449
26787	737	49

* Data collected by MSD and reported to NHS England July 2019 – March 2025 as part of the Hepatitis C elimination Programme

Communications

Raise awareness of programme and services, share best-practice to encourage testing. HCV Action, national conferences, webcast, email campaigns, social media.



1. https://www.birmingham.gov.uk/info/50266/other_public_health_projects/2409/fast-track_cities_plus_initiative/2

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Cervical cancer elimination experience

Cervical cancer elimination experience

Cervical cancer elimination

Nearly all cases of cervical cancer are caused by human papillomavirus (HPV), and 99.8% of cervical cancer cases are preventable through HPV vaccination, cervical screening and early treatment of cell changes detected.[1]

This presents an unprecedented opportunity to eliminate cervical cancer as a public health threat.

NHS and Government action on elimination

In November 2023, NHS England joined other leading countries by making its own commitment to eliminate cervical cancer by 2040.[2] Following, in March 2025, NHS England announced a plan to eliminate cervical cancer by 2040.[3]

The elimination plan sets out a range of measures to improve vaccination and screening uptake with the aim of making cervical cancer a disease of the past.[3]

MSD's Race to Elimination campaign

In 2023, MSD launched the Race to Elimination campaign to showcase local areas on the road to cervical cancer elimination and inspire country-wide action.

The Race to Elimination campaign has celebrated success in a number of areas across the UK – including Northumberland, Cumbria, Stockport, Liverpool and Worcestershire. Through local events held in partnership with local leaders and practitioners, the campaign has uncovered the factors behind local progress and lessons that can be learned for the whole country.

RACE TO ELIMINATION

1. Cancer Research UK, Cervical cancer statistics. https://www.cancerresearchuk.org/health-professional/cancer-statistics/statistics-by-cancer-type/cervical-cancer. 2. NHS England, NHS sets ambition to eliminate cervical cancer by 2040, https://www.england.nhs.uk/2023/11/nhs-sets-ambition-to-eliminate-cervical-cancer-by-2040/ 3. NHS England, Cervical cancer elimination by 2040 – plan for England, https://www.england.nhs.uk/long-read/cervical-cancer-elimination-by-2040-plan-for-england/ (All accessed: June 2025)

Learnings to support the Government's goal of zero new HIV transmissions by 2030

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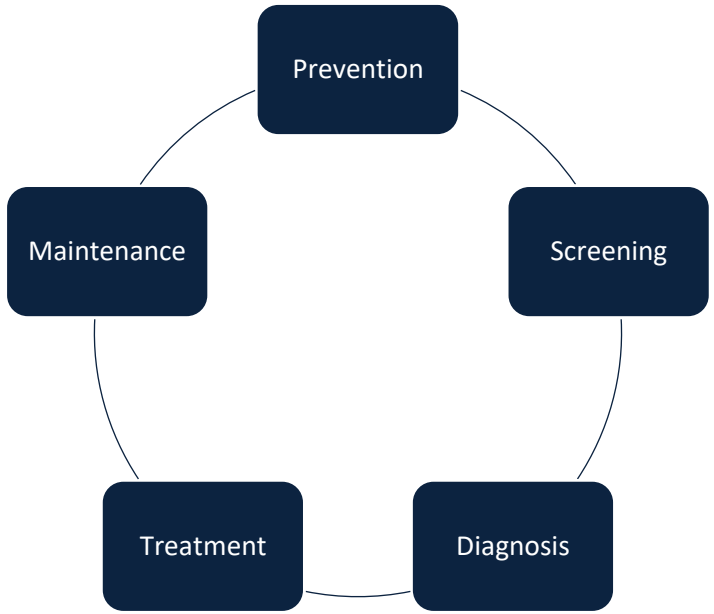
Policy changes required to enable multifaceted approach

- Community engagement and trust
- Stigma
- Importance of testing, screening programs, and robust surveillance (Emergency Department opt out testing)
- Inequalities across preventions
- Barriers to access
- Pharmacy



How do we best translate elimination strategies for hepatitis c and cervical cancer to HIV transmission goals?

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Generating political momentum to meet the Government's 2030 goal

Data driven approaches

Celebrating micro-elimination

Sharing best practice

Cross sector collaboration

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MSD is proud to be a member of the Patient Information Forum (PIF)

The PIF Trusted Information Creator accreditation scheme (the PIF TICK) is the UK's only independently assessed quality mark and gold standard for trusted health information.

MSD was the first pharmaceutical company to complete accreditation to the PIF TICK. This involves undergoing an independent assessment of our healthcare information processes and we have been successfully reaccredited for the 3rd year running in 2024.

Health information is:

Communicated clearly

Written by experienced staff

Based on up-to date evidence

https://pifonline.org.uk/pif-tick/ (Accessed June 2025)

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Thank you

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