



Virtual lipid lowering management

Case studies

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Overview

Organisation: Chiddingfold Surgery

Organisation type: GP practice

Ever-increasing workloads across the healthcare system means that novel methods are needed to address time constraints for both healthcare professionals and patients. So, in 2023 our surgery developed an educational pack consisting of a cholesterol counselling video and comprehensive lipid-lowering therapy information and sent it to patients by text message. The educational pack included:

- the patient's cholesterol results
- the patient's QRISK score and its implications
- what statins are, how they work and possible side effects
- information on ezetimibe.

We identified patients who were eligible for statins from the blood results in their electronic patient record on EMIS. We sent these patients the educational pack and asked them to respond by text message and choose to either have medicine or make lifestyle changes. The aim was to remove the need for routine consultations while ensuring informed decision making.

Upon completion we audited the identified 148 patients over a 15-month period.

Outcomes and learning

Outcomes

The new communication aid brought substantial benefits, including:

- Time saving. Among the cohort of 148 patients, 47 patients (32%) opted for a statin by responding by text message. This saved 47 routine consultation appointments.
- Cost saving. The reduction in GP appointments led to a cost saving of £1,880.
- Profit generation. The initiative contributed significantly towards our GP practice meeting the quality and outcomes framework (QOF) targets for CHOL003 (14 points) and CHOL004 (16 points) which brought in income of £6,390.
- Sustainability. The initiative resulted in reduced patient travel, used no paper handouts, and optimised resource use.
- Our practice has been ranked first out of the NHS Surrey Heartlands Integrated Care board (ICB) practices in 5 cardiovascular disease indicators (CVDP010CHOL, CVDP009CHOL, CVDP006CHOL, CVDP003CHOL and CVDP008CHOL). This is according to data collated by the ICB from the national primary care [Cardiovascular Disease Prevention Audit \(CVDPREVENT\)](#).
- Our surgery was awarded a certificate of innovation by Surrey Heartlands Health and Care Partnership and Surrey County Council.
- We had positive patient and healthcare professional feedback.

Learning

The following factors helped ensure the success of the initiative:

- it was a willing patient cohort, supported by our patient participation group (PPG)
- our staff are dynamic and adapted quickly to the change
- our medical staff are technologically savvy and confident in front of the camera.

Because the initiative was successful, we have permanently implemented it. These pathways are now cemented into our workflow.

We have since refined our cholesterol treatment pathways. We now also include our dispensary staff in the workflow, and we ask them to send out the educational packs to selected patients. We have also added another arm to the pathway by making a similar video for inclisiran.

Supporting information

Haslemere Herald (2025) [A Surrey GP surgery has helped solve a big healthcare problem](#)

Haslemere Herald (2026) [Putting patients first: Local doctor's awards shine a light on NHS](#)

Management in Practice (2025) [How a digital model for lipid lowering therapy management increased practice income and cut appointments](#)

Surrey Heartlands Health and Care Partnership (2025) [Improving cholesterol management and treating patients to target at Chiddingfold Surgery](#)

Quote

"This project demonstrates that digital tools grounded in NICE guidelines, when thoughtfully implemented, can significantly transform patient care while maintaining a human approach. We are proud to have pioneered this model and hope it inspires further innovation in primary care settings across the country."

Dr Talha Sami

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