Title: Strategy and implementation documents were published to improve outcomes in COPD and asthma in England

Body: Rationale Despite three million people estimated to have COPD in the UK, only 900,000 currently have a diagnosis. Variation in care and outcomes is significant. Action was required to move from a reactionary service, treating those with moderate to severe disease, to prevention, earlier diagnosis and pro-active management. Methods A systematic evidence review was undertaken with the engagement of a range of healthcare professionals from primary and secondary care. Following wide consultation, consensus was reached on six high-level objectives to improve outcomes for patients which would require a collaborative approach involving public health, health and social care services. Results An Outcomes Strategy for COPD and Asthma was published in July 2011. This was accompanied by an implementation document specifically for the health service, which set out in more detail the actions to help meet the objectives. A baseline dataset of indicators for measuring and monitoring outcomes for improvements in the respiratory care have been established and benchmarking data produced to assess variation in models of service provision across England. This dataset is responsive to change at all levels of the provider system from local through to national and helps to identify areas and particular aspects of care for local action. Conclusion Through the Outcomes Strategy for COPD and Asthma, the NHS implementation document that accompanies it, and the regional clinical leadership, care and outcomes for COPD are improving through a shift in the burden of the disease to prevention, diagnosis and proactive management.