

OptimiseRx Solution Overview

OptimiseRx

Fully integrated with the patient record to enable the delivery of prescribing best practice and to optimise cost savings.



Contents

At a Glance - Key Features & Benefits	3
OptimiseRx - Point of Care Prescribing Messages	4
National Guidance.....	4
Local Guidance.....	4
Getting Started	4
Delivering Reference Messages to Prescribers	5
Administration Portal.....	9
Message Management	9
Reporting and Monitoring.....	9
Service.....	10
AnalyseRx - Retrospective Analytics	11
OptimiseRx in Use.....	12
First Databank.....	13
About First Databank	13
Contact Details.....	13

At a Glance - Key Features & Benefits

OptimiseRx – Point of Care Prescribing Messages

- **Fully integrated with the patient record** to enable the delivery of prescribing best practice and to optimise cost savings
- Prescribing options, alerts and prompts based on evidence based **best practice, safety and cost, supporting medicines optimisation**
- Reference messages combine national guidance and local formulary information promoting **clinically effective prescribing** and guiding towards formulary prescribing
- **Patient specific** and **clinically intuitive** prescribing options that take into account the full patient history (as coded), **increasing the likelihood of clinical acceptance**
- **Fully integrated within the workflow of the GP clinical system**
- Simple access to the full solution when undertaking patient medicines review and at re-authorisation of prescription, via patient snapshot button, reducing the complexity of poly-pharmacy with multi-morbidity patients
- **Low impact on resource** as OptimiseRx contains preloaded content so no need to originate complex content, realising returns both at initial set-up and on a continual on-going basis
- **Simple to use**, keeping training requirements and system maintenance to a minimum
- Access to FDB dedicated implementation team for new messages which are added via our team of expert informaticians so no need to enter complex content, **reducing the burden on resources**
- Easy to use interface portal allowing reference messages to be switched on or off instantly
- Monitoring prescribing patterns and measuring effectiveness of drug costs with the built in reports

“OptimiseRx displays information about best practice in prescribing with the ability to see why it has been presented for a particular patient.

... GPs have found it to be non-intrusive while prescribing. Although it is early days, we already consider OptimiseRx an extremely helpful enhancement to SystemOne.”

Dr Catherine Doyle, Medicines Management Lead, Warrington CCG

AnalyseRx – Retrospective Analytics

- Analytics, dashboards, benchmarking and bespoke reporting at both **population and patient level**
- **Identify and manage** cost and value, variations in prescribing, best practice adherence and safety compliance
- Identify optimal drug regimens for long term condition patient cohorts and **support intervention opportunities at the patient level**

OptimiseRx - Point of Care Reference Messages

Tools within Medicines Management have traditionally looked at either safety or focused heavily on minimising cost.

The King's Fund suggested what medicines optimisation needs to cover - minimising risk, maximising effectiveness, minimising cost and respecting patient choice. OptimiseRx has been uniquely developed to assist with all four of these areas.

OptimiseRx assists in the delivery of Best Practice, Safety and Cost Swap reference messages reflecting national guidance and can be customised to meet your local formulary requirements, reducing instances of clinically ineffective prescribing and guiding towards more effective formulary delivery at the point of care.

OptimiseRx is fully integrated with the patient record, and delivers high message acceptance rates by providing suggestions for alternative medications which may be clinically appropriate for each individual patient according to their clinical record. Alternative suggestions are pre-screened for drug-drug interactions, contraindications and patient sensitivities as per the coded entries in the patient record.

Disclaimer: The OptimiseRx module is intended for the use of healthcare professionals and provided on the basis that the healthcare professionals will retain FULL and SOLE responsibility for deciding what treatment to prescribe or dispense for any particular patient or circumstance.

National Guidance

OptimiseRx presents a catalogue of reference messages to select from, reflecting cost swaps and national guidance, removing the need to originate complex content locally and reducing the burden on medicines management teams, allowing them to focus on local tailoring and clinical engagement.

The messages broadly form three chapters:

- **Best Practice** including QIPP, NICE, MHRA, Cochrane and core LTC modules;
- **Safety Indicators** including King's Fund, PINCER, STOPP;
- **Cost and Value** including QIPP, Therapeutic Interchanges and cost effective swaps.

Local Guidance

National recommendations can be refined into locally approved suggestions, allowing prescribers to follow authoritative guidance, as selected by you, without further research.

Further message content can be created to deliver reference messages targeting specific local objectives.

Recommended alternative medications for both cost and best practice can be restricted to the local formulary, increasing adherence and acceptance as messages are only triggered when clinically appropriate for each individual patient according to their clinical record.

Shared care and secondary care prescribing protocol (RAG list) messages can be delivered supporting joint formulary compliance and a CCG wide medicines strategy. Amber, red and double red/black list messages can be configured to local policy and may be delivered with clear visual indicators, increasing clarity and speeding up decision making at the point of care.

Getting Started

FDB provides a starter set of reference messages that can be instantly enabled. These messages have been selected for inclusion by medicines management teams in a variety of CCGs and have received strong acceptance rates from prescribers.

FDB also provides clinical and delivery consultancy services to facilitate the use of OptimiseRx messages to support local initiatives, both during the initial set up and routinely on a quarterly review basis.

Delivering Reference Messages to Prescribers

OptimiseRx allows prescribers to opt to prescribe a suggested alternative medication seamlessly within the existing prescribing workflow. It is fully integrated within GP prescribing systems providing an intuitive message interface, increasing the likelihood of acceptance within the user community.

OptimiseRx messages are delivered real time at both acute and re-authorisation, ensuring the most up-to-date national and local guidance is delivered and any changes to a patient's clinical record are accounted for at every re-authorisation.

OptimiseRx can also be run against a given patient outside of the prescribing workflow, supporting medicines use review and allowing prescribers to identify opportunities for optimising all current prescriptions for any given patient, a useful analysis tool for complex multi-morbidity and polypharmacy patients.

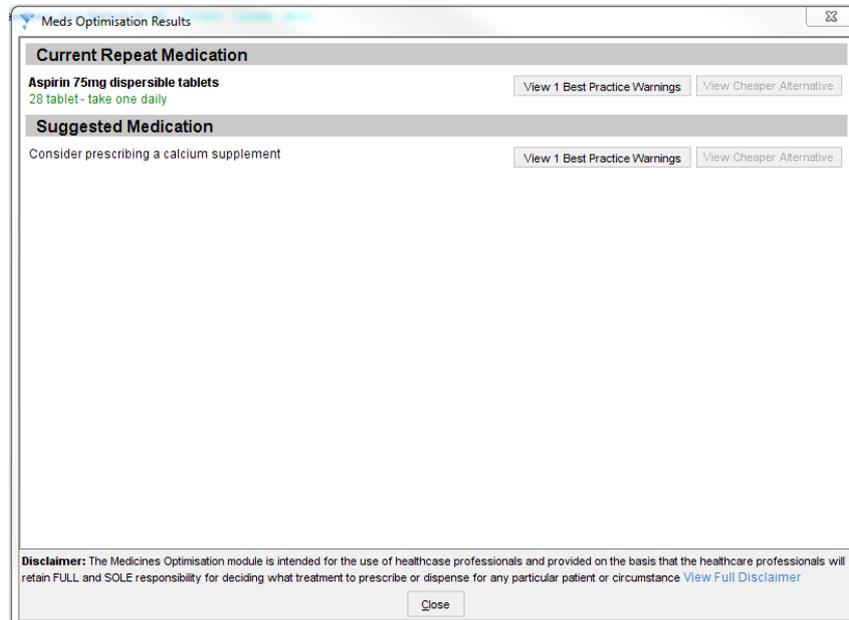


Figure 1 - Delivering messages at re-authorisation

There are three main message structures, each designed to deliver specific message details at the optimum point within the prescribing workflow:

1. Basic cost swaps

These messages direct prescribers from one medication to a single alternative based on the potential savings that can be made. These messages use the total dosing supply quantity to calculate the savings. Suggested alternatives are validated against the coded patient record for clinical appropriateness and may be filtered to include only those medications that are locally approved.

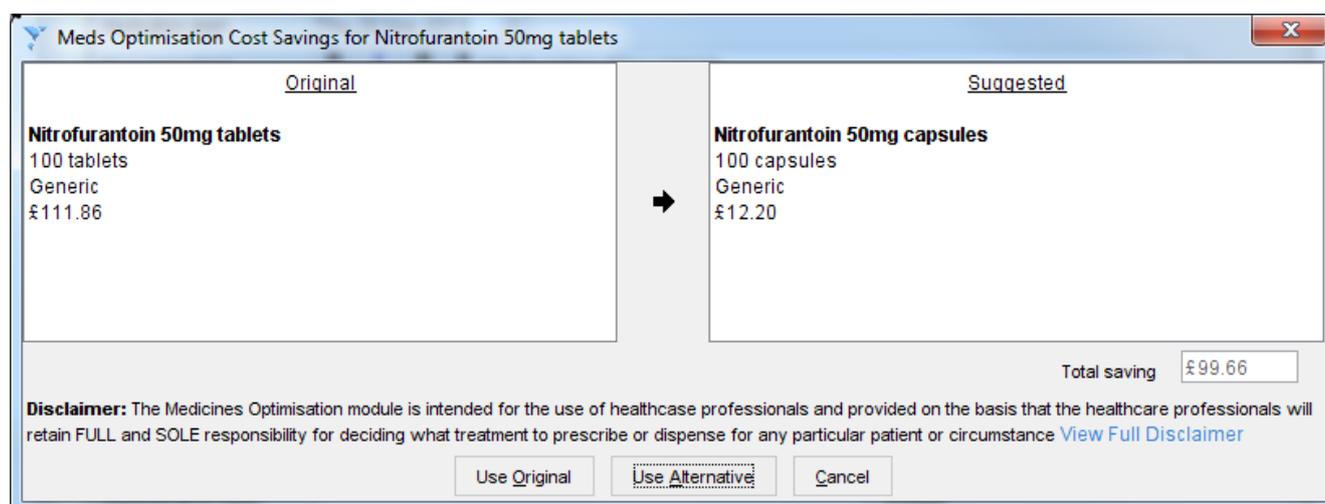


Figure 2 - TPP SystemOne example of cost swap message

The prescriber can choose to use the suggested alternative, in which case the suggested medication is fed back into the prescribing workflow with no further selection required, or may choose to remain with the original medication.

2. Best Practice, Safety, Therapeutic Interchanges and multiple alternatives

These reference messages use the patient record to verify whether the message is appropriate according to any of the following patient attributes:

Age, Gender, Medication history, Historical conditions, Presenting complaint, Allergies, Measures and observations, Dosing regimens, BMI, Blood pressure, FEV1, Red blood cell count, Cardiovascular risk, Cholesterol, Ethnicity, Neutrophil count, Creatinine clearance, DEXA T-Score.

This model is extensible and can include new patient attributes wherever new guidance requires it.

The message provides links out to the authoritative source of the guidance or safety indicator displayed to ensure that the prescriber has access to the original source of the guidance. The message can suggest multiple alternative medications that may be used instead of the original medication; these can be filtered so that only those medications that are locally approved can be selected from this screen.

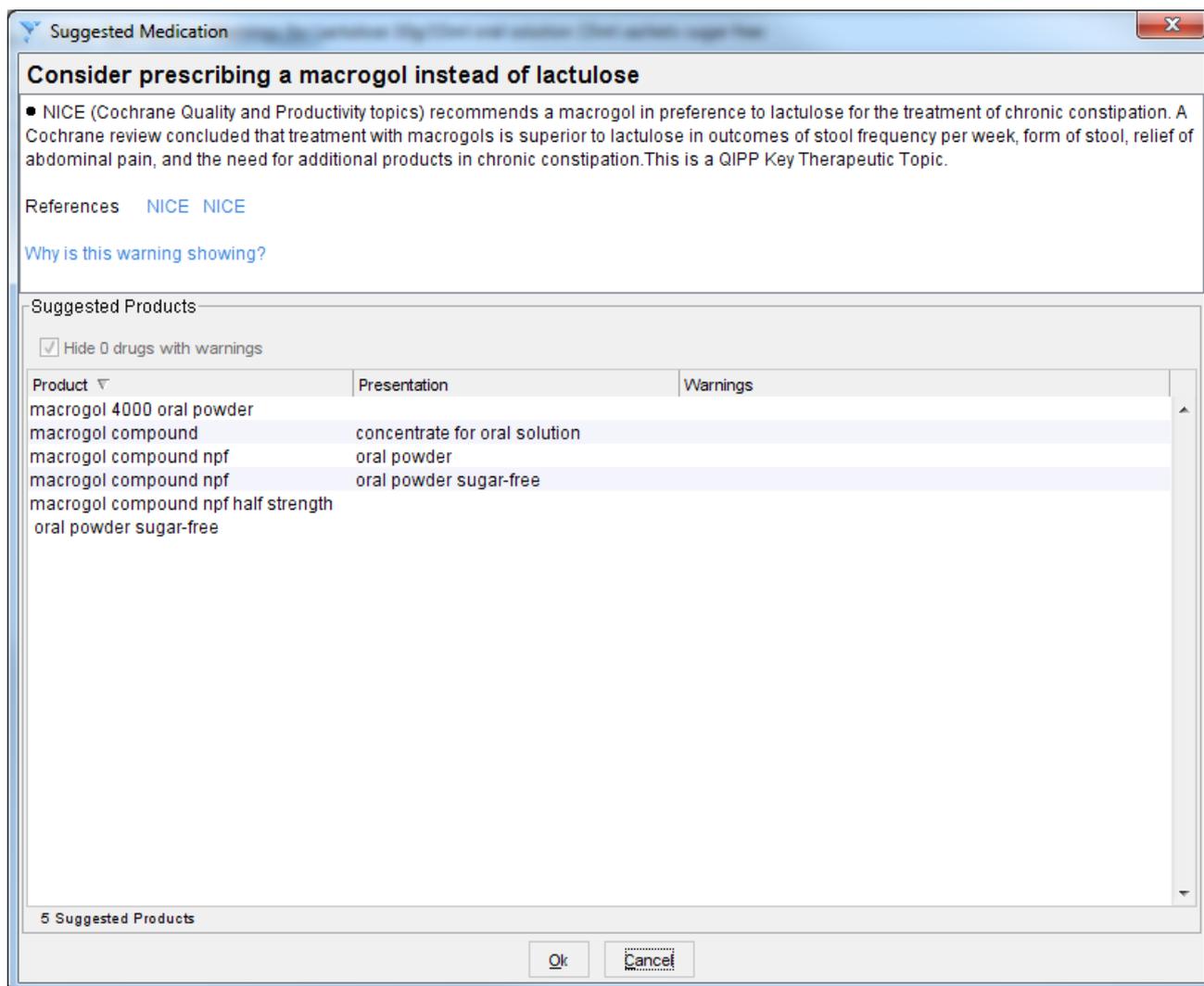


Figure 3 - Best Practice message offering multiple alternatives

As seen in Figure 3 above, OptimiseRx reference messages are structured to provide:

- **Headline message text** so the key message is rapidly understood;
- **Brief description** or summary of the guidance allowing the prescriber to summarise and become familiar with the guidance without needing to click further;
- **Access to the local or national guidance** via direct hyperlinks to the authoritative source of the guidance, providing additional detail via a single click to validate the relevance to an individual patient.

OptimiseRx is integrated with the patient record and it is possible to view which of the patient attributes in the record led to the message being presented, as seen in Figure 4 below.

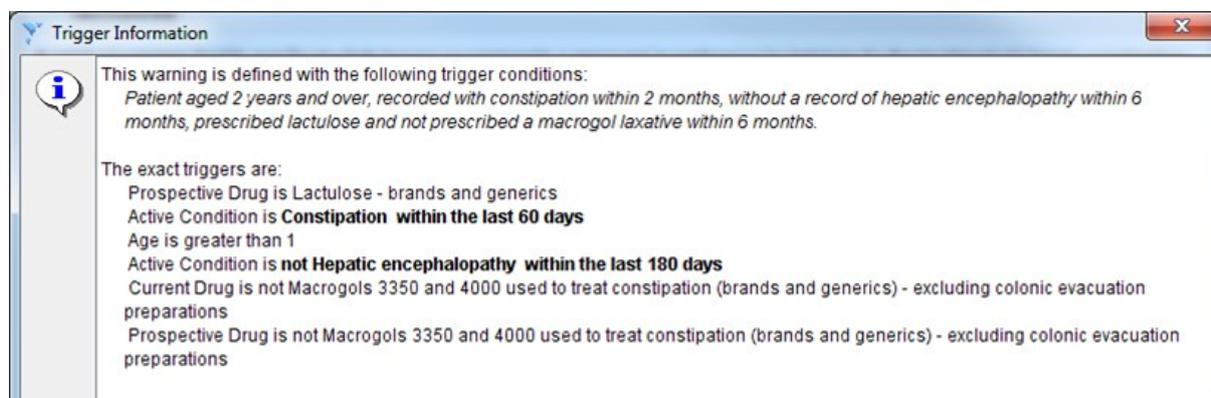


Figure 4 - Patient record attributes which led to the message being presented

3. RAG messages

These messages are used to support local prescribing restrictions. For items that are either not to be prescribed within the CCG or should not be prescribed in primary care a screen with a red banner across the top can be used to emphasise the message. There is also potential to include a URL for the local traffic light or RAG guidance in the message if required.

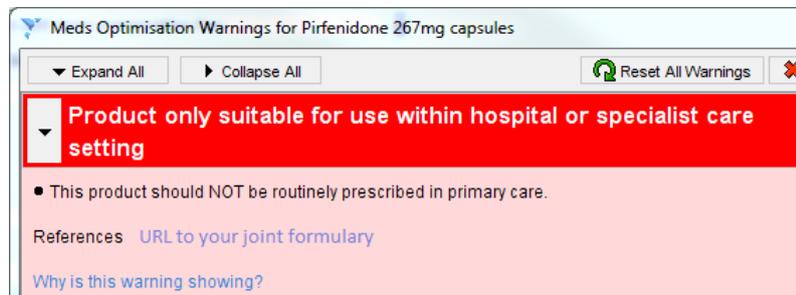


Figure 5 - Sample Red list message with placeholder URL to link to local formulary

All OptimiseRx reference messages have three status options:

- **Enabled** messages are live and will trigger messages to prescribers;
- **Disabled** messages are turned off by the medicines management team and will not trigger in prescribing events;
- **Muted** messages will be triggered by live prescribing events but will not present a message to the prescriber. The purpose of this mode is to allow a CCG to monitor the offer rate and determine the probable effectiveness of the message before deciding whether to enable or disable the message.

Message status is managed by the CCG or medicines management team via the OptimiseRx administration portal. Changes are applied instantly and automatically reflected in the clinical system.

Administration Portal

The OptimiseRx administration portal allows medicines management teams to control which messages are displayed to the user community and to report on usage, acceptance rates and value realisation.

Message Management

OptimiseRx reference messages can be enabled, disabled and muted via the administration portal. Actions saved via the portal are applied real time to the prescriber community, providing the medicines management team with instant, granular control.

The medicines management team can use the comment function to assign comments to individual messages allowing communication across the team.

Messages can be managed individually or in groups categorised by either therapeutic chapter or message type, e.g. assign an action to all NICE messages.

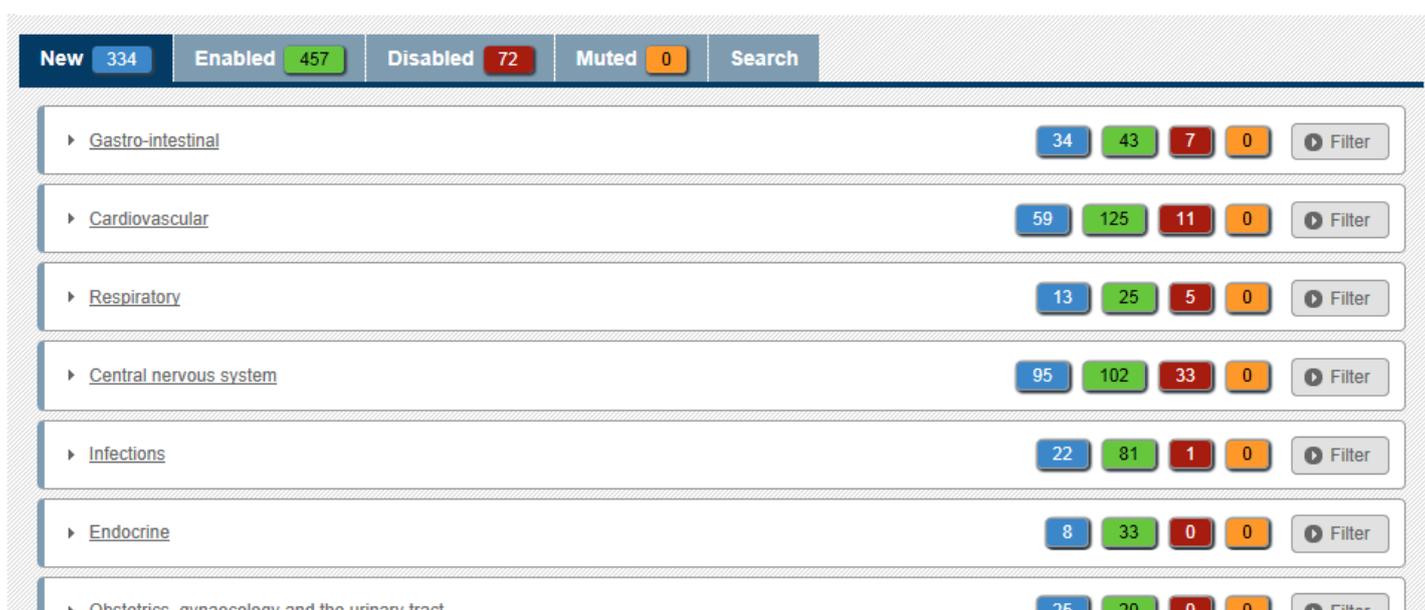


Figure 6 - Message management

Reporting and Monitoring

Being able to visualise and report on prescribing trends and metrics assists CCGs and medicines management teams with effectively managing medicines budgets. OptimiseRx reports are designed to meet your immediate budget needs, and also to provide valuable insight into the acceptance and rejection rates, enabling the message profile to be tailored to assist in maximising the effectiveness of the solution and minimising perceptions of alert fatigue.

OptimiseRx reports are updated on a daily basis providing instant access to the latest insights on progress towards your business objectives. The report data can be presented both in a visual, dashboard style for inclusion in management reports and also as raw data files that can easily be imported into spreadsheets and databases for use by data analysts.

Information is presented at both CCG and practice level and users can select time-ranges for further investigation. Data is retained from first use of the system enabling detailed trend analysis and the effects of prescribing guidance to be tracked.

OptimiseRx reports enable medicines management teams to track a variety of key metrics. These include, but are not limited to:

- How often guidance has been provided to clinicians
- Acceptance/Rejection rates of reference messages
- Reasons for guidance not being accepted
- Actualised versus potential cost savings¹
- Prescribing volumes of all medications
- Variance from local formulary guidelines

Service

FDB provides both clinical and delivery consultancy services to facilitate the use of OptimiseRx reference messages. We work closely with your medicines management team during the initial set up to identify and agree the optimum approach to deliver your objectives through a combination of national best practice and localised content, authored by FDB's own team of expert informaticians, removing the need for medicines management teams to enter local or complex content.

The facility to monitor existing prescribing patterns using near to real time reporting allows CCGs to identify areas of prescribing that they wish to change. If, for example, a medication that is 'off formulary' is regularly prescribed, a specific local OptimiseRx message can be created to point the prescribers from the selected drug to the approved 'on formulary' alternatives. If the CCG decides these alternatives are only clinically appropriate for a specific set of patients then this message can be further refined to trigger only for the relevant patient group.

FDB will continue to work with you on a quarterly review basis, helping to ensure that you have configured OptimiseRx to maximise delivery against your local objectives.

AnalyseRx - Retrospective Analytics

FDB works with analytics partners who are experts in their fields providing a range of solutions around prescribing analytics and patient centric medicines optimisation to CCGs. FDB will work with you to introduce you to the partner whose solution aligns best with your existing IT infrastructure and delivers to your Medicines Management, Long Term Conditions and over-arching CCG strategy. FDB and its partners also work with Commissioning Support Units (CSU) to enhance their services and business analytics offering to CCGs.

AnalyseRx, at a population level, provides the capability for reporting, benchmarking and dashboard creation to take place at CCG, Practice, Prescriber, Patient and Prescription level. These reports are centred around the following headline areas:

- Cost & Value
- Managing Variation in Prescribing
- Best Practice Adherence
- Tracking Interventions
- Prescribing Safety Compliance

While some reporting can and will be predefined and all current medicines optimisation profile items can be made into individual reports, the roll out of these solutions can be tailored to provide each stakeholder organisation with its most relevant view of prescribing activity. For the first time, operational and management views can be based on the same data, and therefore be providing the same degree of granularity and accuracy back to users, offering a consistent view of financial and clinical accountability.

AnalyseRx, at a patient level, provides the intelligence to assist in effectively identifying Long Term Condition patient cohorts, optimal drug regimens, and detail intervention opportunities, revealing the patients affected when current prescribing deviates from evidence based best practice guidelines. It facilitates the identification of the individual patients that were responsible for the trends seen using AnalyseRx at a population level. AnalyseRx facilitates much needed clinically sensitive changes to drug strategies to be delivered through case finding, clinical audit, risk assessment and service provision planning functionality.

The retrospective analytics capability in AnalyseRx complements the OptimiseRx point of care prescribing solution, reducing the burden on GPs to review existing prescriptions within consultations.

OptimiseRx in Use

OptimiseRx has been accepted by prescribers as a reflective way of practicing and ensuring that they were benchmarking their knowledge in the choice of drug.

System functionality has been well received, with particular focus on the speed of change.

The integration of NICE guidance prompting alternative action has been exceptionally well received.

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... GPs have found it to be non-intrusive while prescribing. Although it is early days, we already consider OptimiseRx an extremely helpful enhancement to SystemOne.”

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First Databank

About First Databank

FDB is the UK's leading provider of drug knowledge and clinical decision support. For the past 30 years we have been enabling patient safety within clinical systems and our in-depth knowledge is relied on by thousands of clinicians and dispensing pharmacists across primary, secondary and community care.

We are the only UK drug knowledge base provider to receive NICE accreditation for the quality of our database authoring and editorial policies. Our team of analysts, informaticians, clinicians and pharmacists refresh and update the medicines database regularly in line with new evidence and national guidance.

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First Databank (FDB), a subsidiary of Hearst Corporation, is the UK's leading provider of drug knowledge bases and active clinical decision support.

As the company that helped to launch the medication decision support industry, we offer more than three decades of experience in helping transform drug knowledge into actionable, targeted and effective solutions geared to improving patient care, patient safety and outcomes.



OptimiseRx

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NICE has accredited the process used by First Databank to develop content used in Multilex drug knowledge. More information on accreditation can be found at www.nice.org.uk/accreditation. Accreditation evaluates only the processes used to develop content and excludes recommendations displayed by decision support systems in specific clinical settings as these are dependent on technical algorithms which are outside of the scope of NICE accreditation. Accreditation can be used to inform compliance with ISB 0129 - Clinical Safety Risk Management System - Manufacture of Health Software and ISB 0160 - Clinical Safety Risk Management System - Deployment and Use of Health Software, but cannot be used in isolation to release any product for clinical use.