

Advancing medicines optimisation

Supporting the provision of patient-centred prescribing decision support to make medicines optimisation safer, simpler and more cost effective.



Supporting local prescribing choices in Primary Care

ScriptSwitch Prescribing is a proven, clinically-led solution that supports prescribing decisions so it's right for the patient, first time.

- With patient record integration, it evaluates the medical record before offering switches
- Integrated with evidenced-based clinical rules addressing safety, dose and waste
- Surfacing appropriate targeted messages, enabling GPs and prescribers to spend more time with patients

The tool encompasses three integrated components to continuously improve the effectiveness, safety and value of prescribing. We provide simple, easy-to-action recommendations to prescribers*.



Simplicity

Presents a clear, simple user interface with one-click action, combined with simplified dashboards that provide real-time data to easily track profile performance across every GP Practice



Safety

Uses targeted safety alerts to reduce the risk of patient harm, powered by complex clinical rules that alert the prescriber in a simple message when a patient record is opened



Savings

Helps systems to meet financial and sustainability goals tackling price and volume, the only way to truly lower prescribing costs and deliver additional savings

* The prescribing clinician ultimately retains the decision and clinical judgment.

Raising the standards: safety, compliance, reassurance

It's challenging to find a certified system that gives local control to a medicines optimisation team and asks prescribers (including locums) to keep up to date with new formulary and evidence-based recommendations, as well as providing personalised care to a patient.

ScriptSwitch Prescribing encompasses all of this and safely too. Standards of quality, safety, service and product reliability are safeguarded through certification of ISO 27001 for information security management systems (ISMS).

Evidence based clinical content and rules, led by our academic partners

The ability to partner with leading organisations can be costly, burdensome and difficult to maintain. Our global footprint allows us to work with some of the leading organisations who specialise in clinical content and thought leadership; we provide the evidence-based content, so you don't have to.

Work with our academic partners ensures ScriptSwitch Prescribing is supported by a continually updated repository of UK nationally agreed best practice interventions and NHS compliance requirements including NICE (National Institute of Clinical Excellence) as soon as they emerge. Reducing workload for medicine optimisation teams and transferring knowledge to prescribers.

Medical device certification

We believe that safety and quality are non-negotiable in healthcare and that's why we have done our utmost to ensure we continue to meet industry requirements.

ScriptSwitch Prescribing is registered as a class 1 medical device and compliant with all applicable regulations and clinical safety standards.

Our development partners

Keele University's Centre for Medicines Optimisation

Keele's Important New Evidence Service provides recommendations and centrally authored clinical content straight into the library tab.

Use of this content can also be recorded against personal development plans or CPD.

The All Wales Therapeutic and Toxicology Centre (AWTTC)

The AWTTC recommendations help our Welsh practices and health boards move towards the National Prescribing Indicator thresholds.

University of Nottingham (UoN)

UoN health informaticians deploy PINCER rules in real-time to every GP desktop, reducing clinically important medication errors in primary care.

Optum Population Health Management (PHM) Advisory services

An internal partnership unlike anywhere else, we work with experts and analysts in population health management as part of the NHS Development Programme for PHM.

All major clinical IT systems through England, Scotland and Wales

The only solution to deliver deep patient record integration within the prescribing workflow of all clinical IT systems

EMIS Web | EMIS PCS | TPP SystemOne | Cegedim Vision

A trusted approach to effective medicines optimisation locally at practice level

The benefit of being the first prescribing decision support tool in the UK means we have strong relationships with local IT teams, built over more than 20 years. Our highly experienced teams understand the needs of our customers and users so have created robust processes for effective collaborative working.

We are mindful of the benefits an effective prescribing decision support tool can bring to patients so we've developed our offering to better support the evolving needs of our customers and the patients they serve, in the pursuit of advancing medicines optimisation.

Our remote installation solution ensures ScriptSwitch Prescribing is installed directly onto the GP desktop so implementation is not affected by internet outage or limited bandwidth, unlike other web-based applications. Our service is resilient from the outset, ensuring service continuity through:

- ✔ **Rapid mobilisation** – through a combination of onsite and remote capabilities depending on customer needs.
- ✔ **Silent install** – users see nothing as deployment and updates happen in the background. No disruption for GPs and minimal time from local staff to implement.
- ✔ **Accessible from anywhere in the UK** – works wherever the clinical system is being used, in the practice or remotely, and is accessible to clinicians working at home, home visits or other clinical settings.
- ✔ **Everything all in one place** – access to a web-based portal that includes content manager, ScriptSwitch Prescribing Analytics and a learning centre with training videos and webinars
- ✔ **Outstanding customer service** – onsite and remote support available during business hours, contactable by phone or email
- ✔ **Pharmacist Support Team** – with you every step of the way. Our support wraps around you, not the other way around.

Your profile. Your choice. Your control.

When you make a decision about technology, you're making an investment. The choices you make will have an impact on your ability to create, iterate and operate medicines optimisation in a flexible, sustainable way. Through extensive research and customer insights we've advanced and enhanced our solution, leveraging patient record integration in a new way to unlock unique features, new standards of safety, scalability and sustainability.

The 2021 Optum Customer Survey repeatedly mentions the benefit of the improvements brought to customers over the past 12 months:



“Improvements over last 12 months have benefited the system”

“Easy to use, good development of features”

“ScriptSwitch has come on leaps and bounds over the past few years and is certainly a more robust product.”

Unique to ScriptSwitch Prescribing

Making it simple for patients and prescribers

Quantity Limits – tackles price and volume, offers prescribers a suggested limit to the quantity of the product being prescribed; helping GPs to navigate the complex world of medicine pack sizes.

“The Quantity Limits feature has been very helpful to flag up to prescribers the correct quantity of semaglutide pens to prescribe, especially for the 0.25mg/dose strength which is an initiation dose only and should be stepped up to 0.5mg/dose after one month, meaning only one 0.25mg/dose pen needs to be prescribed. We are now exploring other ways to use the quantity limit feature for the benefit of prescribers and the CCG.”

– Paul Marks, Medicines Optimisation Pharmacist, NHS Devon Clinical Commissioning Group

Dose Optimisation – improve adherence, lower pill burden and cost, displaying pop-ups based on drug specific dosages; helping patients to take their medicines and improve outcomes.

Suppressing switches – Any drug previously rejected twice is automatically withheld from presenting for a period of 12 months so that prescribing behaviour is reflected within the system; helping lower alert fatigue for busy clinicians.

.....

“Specific dosing is one of your best items – makes recommendations feel safer” – ScriptSwitch Prescribing Customer

.....

Making it simple for medicines optimisation teams

Localisation – customisable profile to include local formulary, priorities and guidelines. An easy-to-use system which allows users to simply add, edit and deploy in real-time, with in-built clinical governance. Helping systems never to miss the inclusion of an important message or recommendation specific to the local population.

The best of both worlds – deploy pre-authored content, built in the library tab (including Quantity Limits, Dose Optimisation, cost effectiveness and safety switches) alongside the product component that supports localisation; helping systems to reduce workload whilst still remaining in control.

“Supported with profile management and regular flow of information and suggestions, without being overbearing.”

– Optum Customer Survey, 2021

Making insight easy to action – access all the data in one place through interactive dashboards based on data that is most commonly reported on; helping save time, improve performance and provide action from insights easily.

“We are provided with quarterly dashboards to send to practices that help highlight the potential missed savings and areas of improvement.”

– Optum Customer Survey, 2021


.....

“The main advantage of ScriptSwitch Prescribing over other tools is being able to write, authorise and deploy messages within the team. This means that we can be responsive to queries from our prescribers.”

– Optum Customer Survey, 2021

.....

To discover how our Medicines Optimisation tools can support your organisation, contact us now to arrange an informal discussion or request a demo.

E: info@optum.co.uk | **T:** 020 7121 0560 | optum.co.uk | Follow us 



Optum Health Solutions (UK) Ltd
5 Merchant Square, Paddington, London,
United Kingdom, W2 1AS

ScriptSwitch Prescribing - Clinical Decision Support
is a Class I Medical Device (EU MDD 93/42/EEC)
(UK MDR 2002)



Optum

Optum is a registered trademark of Optum, Inc. in the U.S. and other jurisdictions. All other trademarks are the property of their respective owners. Because we are continuously improving our products and services, Optum reserves the right to change specifications without prior notice. Optum is an equal opportunity employer.

© 2022 Optum, Inc. All rights reserved. Confidential property of Optum. Do not distribute or reproduce without express permission from Optum.

UK 2006_11/22