

FDB OptimiseRx[®] helps to drive a £1.7 million underspend in 'Devo-Manc' self-care programme



FDB OptimiseRx collaborates with NHS Heywood, Middleton and Rochdale CCG to successfully develop a set of self-care messages that have helped GPs make the right prescribing decisions and drive a £1.7m underspend.

NHS Heywood, Middleton and Rochdale CCG is using patient-specific prescribing decision support from FDB OptimiseRx to support the appropriate use of medicines, and to disseminate local prescribing information and recommendations on medicines choices that has been developed by the Greater Manchester Medicines Management Group (GMMMGM).

Local self-care policy to deliver better value care

NHS Heywood, Middleton and Rochdale CCG is one of the 10 Clinical Commissioning Groups across Greater Manchester that has devolved health and social care budgets to improve the health and wellbeing of 2.8 million residents in the area, known locally as 'Devo Manc'.

A focus of NHS Heywood, Middleton and Rochdale CCG has been the implementation of a 'Prescribing for Clinical Need & Gluten Free Foods' Policy.

The rationale for the policy is to ensure that only treatments that are clinically effective and provide a clear health benefit to patients are prescribed on NHS FP10 prescriptions, and to clearly lay out the self-care options available to patients within the Rochdale borough.

How it works

OptimiseRx uses the patient's unique medical record information to suggest where there is a more clinically or cost effective medication choice. The solution is proving to be an ideal solution to help local commissioners to communicate GMMMGM policy to GPs at the point of care, such as the Clinical Need & Gluten Free Foods policy.

Expert direction to avoid alert fatigue

NHS Heywood, Middleton and Rochdale CCG collaborated with the OptimiseRx expert clinical team of pharmacists and researchers to develop a set of selfcare messages.

These self-care messages help to ensure only patients meeting certain best practice criteria, which will result in a health benefit, are prescribed treatments on prescription. Careful consideration was applied and the prescribers' user experience was taken into account in order to avoid alert fatigue, and bring the highest level of value to prescribers and patients.

Benefits

- + Instrumental in helping GPs to make the right prescribing decision across all 36 GP Practices in the area
- + Led to an underspend on their medicines budget by approximately £1.7 million in 2016-17, in conjunction with other projects
- + Prescribers are now more likely to engage and action local guidance because of the patient-specificity of each OptimiseRx message



“NHS Heywood, Middleton and Rochdale CCG has worked closely with the OptimiseRx team so that our local GPs have access to the correct advice on whether or not to prescribe items, following the CCG’s ratification of the Clinical Needs Policy. This work has provided clarity for our local practitioners as well as ensuring that eligible patients are not unfairly treated, if their condition requires minor treatments to be part and parcel of their care plan. Thanks to OptimiseRx, our GPs are able to access best practice at the touch of a button and advise the patient if they will prescribe items or alternatively signpost them to community pharmacies to self-care.”

DR KEITH PEARSON *Head of Medicines Optimisation
NHS Heywood, Middleton and Rochdale CCG*

Patient-specific, targeted guidance at the point of care

One particular example of how NHS Heywood, Middleton and Rochdale CCG’s Clinical Need & Gluten Free Foods Policy has been implemented successfully is around the prescribing of antihistamines such as cetirizine.

In NHS Heywood, Middleton and Rochdale CCG, only patients that meet the criteria outlined in the Clinical Needs Policy, should be prescribed cetirizine on FP10; for instance, patients with long term conditions such as urticaria.

OptimiseRx has been configured to trigger a message exclusively for patients that do not have urticaria or related other long term conditions recorded within their electronic medical record.

The patient-specificity of the solution means that prescribers will only see the message during relevant patient consultations, thus making the prescriber more likely to engage and action the message.

Results

The initiative has been highly successful, and in combination with other local programmes by the Medicines Management Team, has led to an underspend on their medicines budget by approximately £1.7 million in 2016-17. OptimiseRx has been instrumental in helping GPs to make the right prescribing decision.

In addition to supporting appropriate prescribing of drugs, NHS Heywood, Middleton and Rochdale CCG has seen a number of other prescribing quality benefits such as a reduction in the number of prescribed RED flagged drugs and improvements in GPs prescribing more closely aligned to locally agreed shared care Amber (classified) protocols.



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