

MAXIMISE
PRESCRIBING
QUALITY &
VALUE



Supporting GPs to prescribe the
right medicines, at the right time,
and at the right cost to the NHS.

FDB OptimiseRx[®] is the only truly patient-specific medicines optimisation solution to deliver cost savings while driving up the quality of prescribing.



‘We wanted a solution that would enable our CCG to provide GPs with clinical information before a prescribing decision is made - which is why we selected FDB OptimiseRx because of its ability to provide highly targeted guidance at the right time in the GP or prescriber’s workflow.’

Dr Tony Willis
DIABETES (GP) & IT CLINICAL LEAD
Hammersmith and Fulham CCG

FDB OptimiseRx is designed to support NHS primary care organisations in driving adherence to prescribing guidelines and reducing inappropriate variation of care.

It is the most patient-specific medicines optimisation solution to deliver evidence-based decision support in real-time during the prescribing workflow to ensure patients are prescribed the most clinically appropriate and cost-effective medicines.

In use in more than 4,500 GP practices covering over 44m patients across the UK, OptimiseRx is the gold standard for prescribing decision support and medicines optimisation.

THE MARKET-LEADING MEDICINES OPTIMISATION SOFTWARE

OptimiseRx combines national guidance and the best available evidence with locally authored formularies and policies. GPs benefit from more targeted and expertly authored medicines information that supports their clinical decisions, whilst Medicines Optimisation Teams can improve consistency, compliance and formulary adherence to help them achieve their cost and quality objectives.

Through its unique integration, advanced logic and ease of use, OptimiseRx delivers immediate budget impact whilst enabling local control.

1 Unrivalled breadth & depth of national clinical content

Our comprehensive, point-of-care guidance on quality, safety and cost is authored by our clinical experts using national guidance from organisations including NICE, MHRA, NHSE, and RCGP as a reference source.

Instantly available for organisations to enable, it reduces the workload burden on Medicines Optimisation Teams. OptimiseRx's core content, available to all customers, includes a set of over 2,000 messages reflecting

the latest national guidance and is regularly updated by our in-house team of clinical experts.

2 Truly patient-specific

Deeply integrated into the prescribing workflow of the GP clinical system, OptimiseRx is the only solution of its kind to have full access to all relevant coded information in the patient record. This deep clinical context ensures that the guidance presented to prescribers is truly patient-specific.

The scope of OptimiseRx messages covers over fifteen thousand SNOMED

and NHS dm+d codes, allowing our algorithms to interrogate multiple inputs from the patient record. These include proposed medication, previous medications, medical conditions, age, gender and ethnicity, along with laboratory measures/ results (e.g. HbA1c, eGFR) and any clinical observations recorded (e.g. weight, BMI).

Messages are presented to clinicians only when appropriate and relevant to the individual patient and prescribing event, reducing alert fatigue and encouraging higher message acceptance rates.

3 Sophisticated technology

OptimiseRx is an on-demand, web-based SaaS solution, so no local downloads are required and it can be switched on instantly. Constantly monitored cloud-based support offers high availability with minimal downtime.

All customers have access to a web-based portal allowing customisation of their local profile and national message content to satisfy their local prescribing objectives.



Unrivalled breadth and depth of quality, safety and cost guidance in one solution from one expert partner

Access to thousands of trusted messages authored using national guidance from organisations including NICE, MHRA and RCGP as a reference source

Deeply integrated within the prescribing workflow of major GP clinical systems

Only solution of its kind to have full access to all relevant coded information in the patient record

Covers over 15,000 SNOMED and NHS dm+d codes, allowing algorithms to interrogate multiple inputs from the patient record

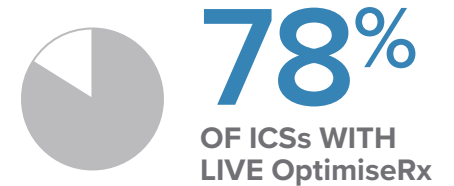
Messages present only when appropriate and relevant to the individual patient and prescribing event, reducing alert fatigue and encouraging higher message acceptance rates

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Constantly monitored cloud-based support with high availability and minimal downtime

Features OptimiseRx Analytics providing key data insight and trends for profile optimisation, performance and practice engagement

Used across NHS Integrated Care Boards, Primary Care Networks and practices covering more than 44 million patients, OptimiseRx is trusted and valued by prescribers.





The industry standard

Over 44 million patients benefit from their GP using OptimiseRx every day to support more clinically appropriate and cost-effective decisions.

Unlock direct savings that can be shared across primary care

Deliver financial benefits through evidence-based decision support, safely reducing costs without compromising patient care.

Drive better quality prescribing

Improve adherence to prescribing guidelines and reduce inappropriate variation of care and risk of harm to patients.

Align with national and local priorities

Help Medicines Optimisation Teams deliver specific campaigns and enable fast and effective response to commissioner and prescriber needs.

Deliver immediate impact

Quickly deliver a positive impact on the safety and cost-effectiveness of clinical practice across multiple sites.



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FDB (First Databank), part of the Hearst Health network, is the leading provider of drug knowledge that helps healthcare professionals make precise decisions. With thousands of customers worldwide, FDB enables our information system developer partners to deliver valuable, useful, and differentiated solutions. We offer four decades of experience in transforming medical knowledge into actionable, targeted, and effective solutions that help improve patient safety, operational efficiency, and healthcare outcomes.

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