



# SCRIPTSWITCH

## SUPPORTING QUALITY CARE AND COST-EFFECTIVE PRESCRIBING

ScriptSwitch® is a primary care prescribing decision support tool, embedded into clinical system workflows to lower prescribing costs, offer safer prescribing choices as well as improve formulary compliance and patient adherence. Optum has been supporting primary care prescribing for more than 17 years, now available with enhanced algorithms and unique GP-friendly features, setting a new standard for clinically effective switching in primary care.

### NHS CUSTOMERS



**81**  
systems

### CCGs



committing to  
**longer**  
contracts

### PATIENTS



**>2m**  
new patients  
returned in 2020

### RETURN ON INVESTMENT



Up to **£9**  
for every  
£1 spent

\*Reporting Period UK financial year (April 2019 – March 2020)

### Features:

- A single point of access to comprehensive and up-to-date libraries of pre-authored national content and latest guidance (NICE, MHRA, UKMI, NHSE, BNF, BNFC, RPS and DM&D)
- Customisable recommendations profile, aligned to local priorities
- New content manager tools, making profile management quick and easy, including templates and bulk-edit functionality
- Integration with patient record to improve pop-up specificity, reducing message fatigue and increasing acceptance rates
- Patient-specific alerts integrated with the patient record and delivering calls to action to reduce avoidable harm
- National indicative stock alerts, pushing out formulary guideline updates within hours
- Data visualisation tools to provide actionable insights, with flexible reporting to identify trends and variation

### Case Study

Optum partnered with Bristol North Somerset and South Gloucestershire CCG to roll out ScriptSwitch through remote activation serving a population of around one million local people. Working collaboratively Optum and the CCG delivered, during the COVID-19 Pandemic:

- Return on Investment £5.07 (First 9 months)
- Exceptional acceptance rates of 43% (Aug-April 2021)
- Engagement with clinicians across 78 GP Practices

“Close working between the CCG Medicines Management Team and Optum ScriptSwitch has helped us achieve these positive outcomes.”

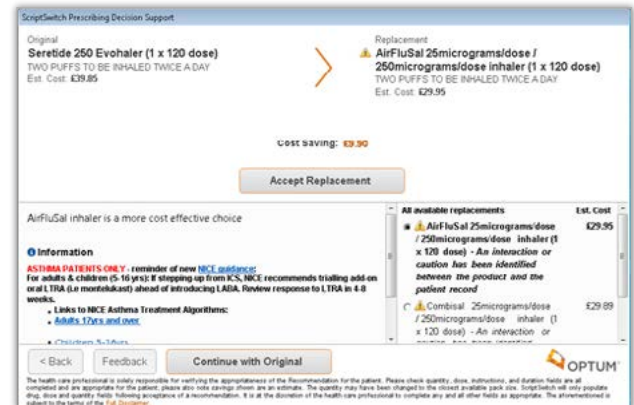
— *Principal Medicines Optimisation Pharmacist*

## SCRIPTSWITCH RECOMMENDATION POP-UP

The standard ScriptSwitch prescribing decision support pop-up provides a range of recommendation capabilities including: information messages, custom formatting, hyperlinks, multiple switch options, specific dose switching and cost saving estimations. In addition, ScriptSwitch has integrated Reducing Admissions from Drug Associated Reactions (RADAR) which identifies at-risk patients at the point of care, alerting clinicians to alternatives, adding another layer of quality.

*ScriptSwitch has been a valuable communication tool to enable the medicines management team to support users to make informed decisions at the point of prescribing via the timely provision of locally authored messages to improve quality, minimise risk and promote cost effectiveness."*

— Medicines Safety, Wakefield CCG



ScriptSwitch Pop-up

## BENEFITS



Centrally author national content aligned to local priorities, formulary, pathways and links



Profile changes can be authored anytime and live in practice in less than two hours



Safer prescribing choices at reducing unplanned avoidable admissions



Offering timely information based on the latest drug updates and clinical evidence  
*Keele's Important New Evidence Service (KINES)*

## WHO WE ARE

Our purpose is to create and use actionable insight to help make the UK health and care system work better for everyone. We differentiate based on our clinical expertise, world-class technology and analytics, and practical operational experience working with the NHS, and internationally.



**CLINICALLY DRIVEN**

We are **clinically driven** and **exclusively health and care focused**. Everything we do is about helping health and care systems work better and improving outcomes for patients and populations.



**DATA AND ANALYTICS**

We are a **world-class technology and analytics company** and a **global leader in the application of data science**. We combine global best practice with **more than 15 years experience working with the NHS and local authorities**.



**REAL-WORLD EXPERIENCE**

We have **practical, real-world experience managing integrated health and care systems** around the world.

## Want to learn more?

Contact us on E: [info@optum.co.uk](mailto:info@optum.co.uk) or T: 020 7121 0560