



2021

# ScriptSwitch success stories



# Introduction

## 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.

We continuously strive to improve functionality and support our customers to gain the most out of the software, including:

- Regular training sessions
- Practice / Locality engagement sessions
- User Group events and testing
- Pharmacist led Relationship Managers driving a localised success plan, aligned to local priorities
- Personable customer services team
- Pre-authored clinical content based on clinical evidence and national guidance
- Updates on 'Importance New Evidence' direct from The Centre for Medicines Optimisation at Keele University

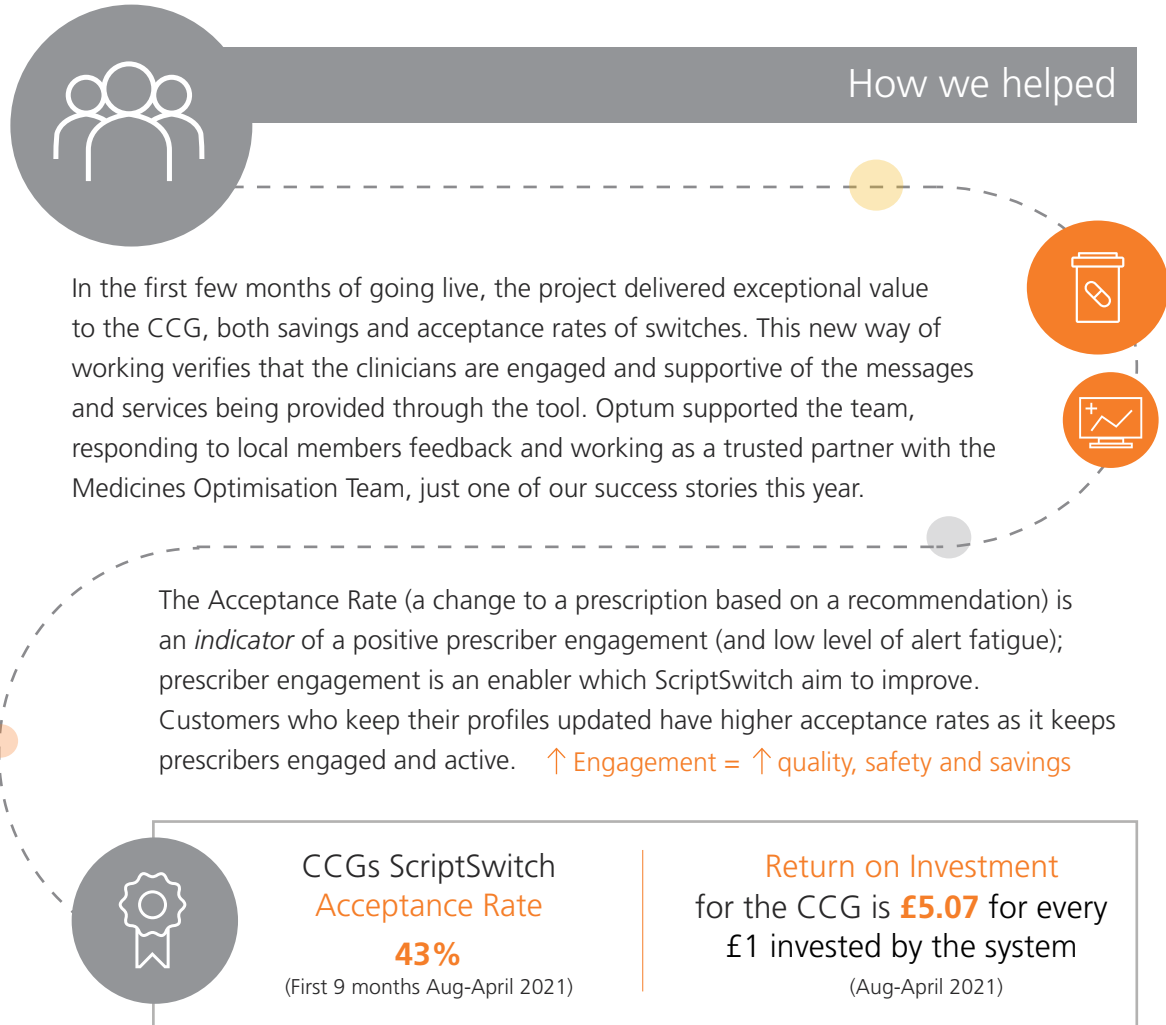
# Enabling prescribers to work remotely during COVID-19 pandemic



Bristol, North Somerset  
and South Gloucestershire  
Clinical Commissioning Group



Optum and Bristol, North Somerset and South Gloucestershire Clinical Commissioning Group (CCG) worked together during the COVID-19 pandemic to roll out ScriptSwitch. This was one of the first installations that was deployed entirely remotely across 78 GP practices, covering a population of more than one million patients, with minimal disruption during this unprecedented time.



// Close working between the CCG Medicines Management Team and Optum ScriptSwitch has helped us achieve these positive outcomes.”  
– Principal Medicines Optimisation Pharmacist

## Supporting medicine management initiatives across Wales

The All Wales Therapeutics & Toxicology Centre (AWTTC) is working in collaboration with ScriptSwitch to ensure The All Wales Medicines Strategy Group's (AWMSG) key prescribing messages are visible to prescribers in Wales. Messages will support the work of AWMSG and help practices and health boards move towards the National Prescribing Indicator thresholds, in addition to supporting safety and efficiency. Clear, consistent and evidence-based national prescribing messages will promote safe and effective prescribing and save duplication of effort by health boards.



# Instant feedback functionality increases acceptance rates

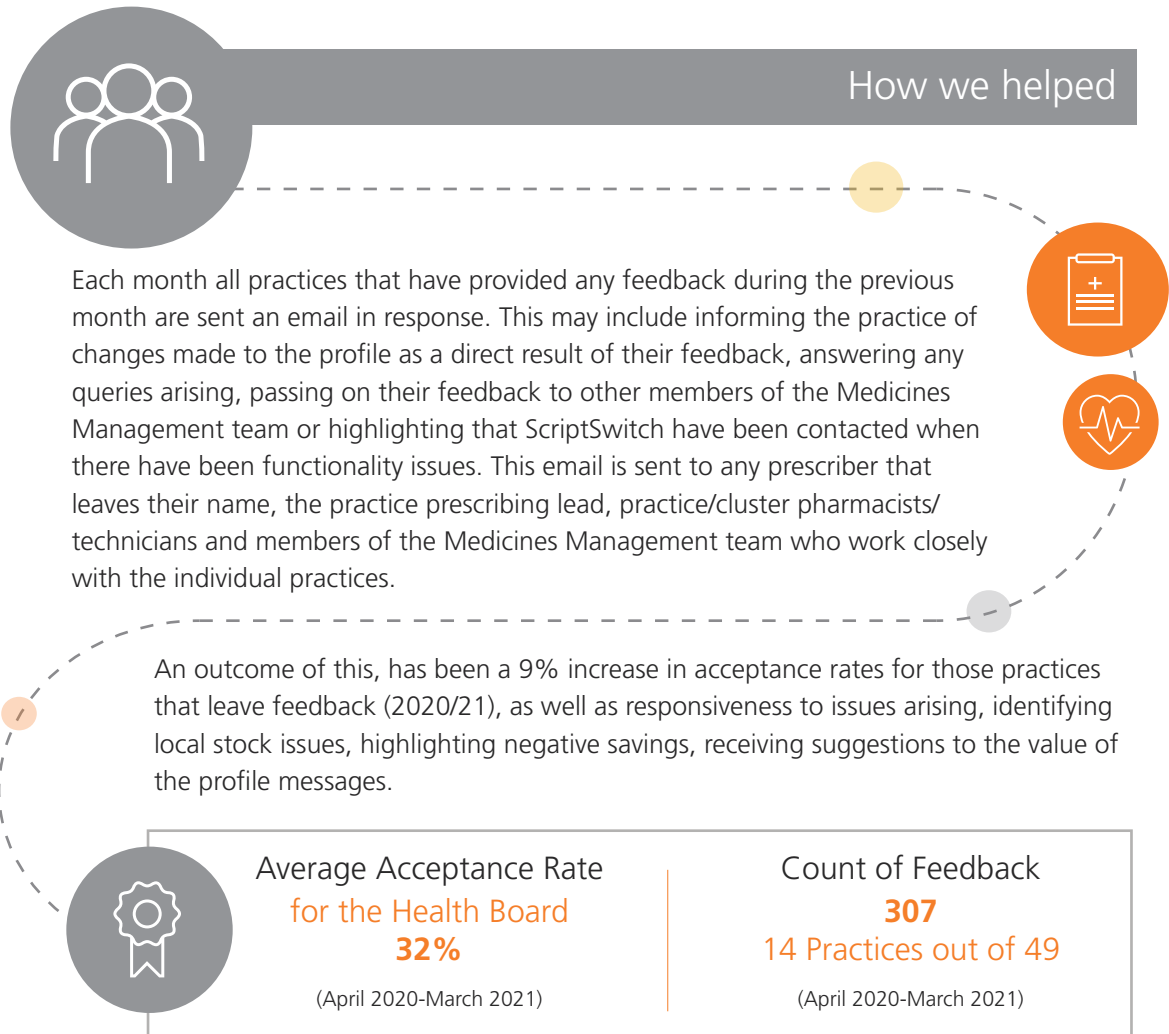


Swansea Bay University Health Board



Optum work with Swansea Bay University Health Board who support 49 GP practices across Swansea and Neath Port Talbot, with a population of c.400,000.

An area of focus for one of their Primary Care Pharmacists has been to ensure all practice feedback is responded to appropriately and collaboratively.



// It shows great collaborative work between the Medicines Management Team, Individual Practices and Optum via ScriptSwitch, facilitated by the feedback functionality specific to ScriptSwitch pop-up”  
– Primary Care Pharmacist

# How to receive the best value from ScriptSwitch



Thurrock  
Clinical Commissioning Group  
  
Basildon and Brentwood  
Clinical Commissioning Group



One of the largest contributors to ScriptSwitch enhancement requests and feedback is, Thurrock CCG and Basildon and Brentwood CCG, covering a total population of c.455,000. Liaising frequently with the product development team to share ideas and best practice ensures the CCGs receive the best value from the product and service.

Through collaboration they have pursued:

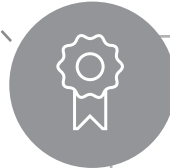
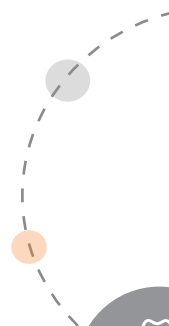
- Rapid deployment of new features
- Regular engagement with GP Practices
- A Focus on only relevant messages presented to their prescribers
- Regularly removing messages that don't get accepted
- Responding to prescriber feedback and communicating back



How we helped

“ ScriptSwitch is used by the team to support our prescribers and effectively communicate local and national prescribing guidance, evidence based recommendations and key safety updates. Formulary recommendations and the traffic light status of medicines are added to the profile, so that prescribers have this information with hyperlinks to the relevant supporting resources at the point of prescribing. ScriptSwitch also helps our team to promote cost effective prescribing and supports delivery of our local QIPP agenda, which is evident from the return on investment we achieve. The key factor in the successful use of ScriptSwitch locally is the engagement and acceptance achieved with our local practices.”

— Implementation & Optimisation in Primary Care Pharmacy Technician and Implementation in Primary Care Pharmacist Medicines Management Team — Thurrock CCG hosted service (on behalf of Basildon and Brentwood CCG)



CCGs ScriptSwitch  
Acceptance Rate  
**43%**  
(May 2020-April 2021)

Return on Investment  
for the CCG is **£6.54** for every  
£1 invested by the system  
(May 2020-April 2021)

**Want to learn more?**

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



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