OPTUM®

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

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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.

How we helped

In the first few months of going live, the project delivered exceptional value to the CCG, both savings and acceptance rates of switches. This new way of working verifies that the clinicians are engaged and supportive of the messages and services being provided through the tool. Optum supported the team, responding to local members feedback and working as a trusted partner with the Medicines Optimisation Team, just one of our success stories this year.

The Acceptance Rate (a change to a prescription based on a recommendation) is an *indicator* of a positive prescriber engagement (and low level of alert fatigue); prescriber engagement is an enabler which ScriptSwitch aim to improve. Customers who keep their profiles updated have higher acceptance rates as it keeps prescribers engaged and active. ↑ Engagement = ↑ quality, safety and savings

CCGs ScriptSwitch
Acceptance Rate
43%
(First 9 months Aug-April 2021)

Return on Investment
for the CCG is **£5.07** for every
£1 invested by the system
(Aug-April 2021)

" 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.

OPTUM ®

AWTTC
All Wales Therapeutics
& Toxicology Centre

Grŵp Strategaeth Meddyginiaethau Cymru Gyfan
All Wales Medicines Strategy Group

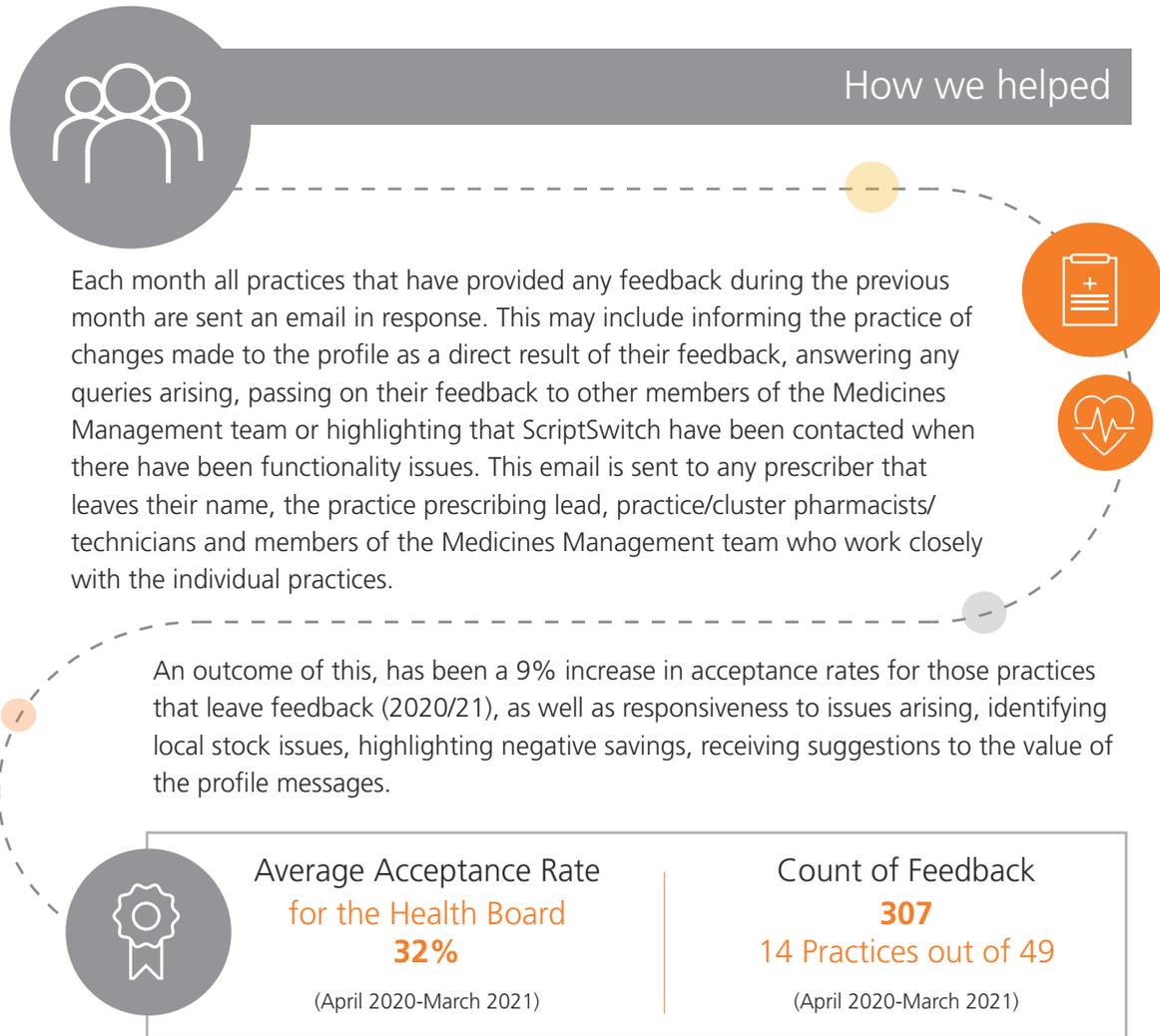# Instant feedback functionality increases acceptance rates

Swansea Bay University Health Board

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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.

How we helped

Each month all practices that have provided any feedback during the previous month are sent an email in response. This may include informing the practice of changes made to the profile as a direct result of their feedback, answering any queries arising, passing on their feedback to other members of the Medicines Management team or highlighting that ScriptSwitch have been contacted when there have been functionality issues. This email is sent to any prescriber that leaves their name, the practice prescribing lead, practice/cluster pharmacists/ technicians and members of the Medicines Management team who work closely with the individual practices.

An outcome of this, has been a 9% increase in acceptance rates for those practices that leave feedback (2020/21), as well as responsiveness to issues arising, identifying local stock issues, highlighting negative savings, receiving suggestions to the value of the profile messages.

Average Acceptance Rate for the Health Board **32%** (April 2020-March 2021)	Count of Feedback **307** 14 Practices out of 49 (April 2020-March 2021)

" 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

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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
- Protected time to manage their SS Profile

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."

— Phillip Baker – Implementation & Optimisation in Primary Care Pharmacy Technician and Marie McIlwain – 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 or **T:** 020 7121 0560