

# ScriptSwitch

Advancing Medicines Optimisation

ScriptSwitch<sup>®</sup> is a proven, clinically led solution for meeting NHS optimisation goals. It enables clinicians to make safe, evidence-based decisions at the point of prescribing, realising cost-savings and improving clinical effectiveness and patient outcomes. The Optum 2021 Roadmap introduces innovative features, setting new standards of safety, performance, and ease-of-use.

ScriptSwitch is our flagship medicines optimisation solution. It identifies safe interventions at the point of prescribing, based on intelligent evidence-based clinical insights. As the first prescribing decision support tool in the UK, it is a proven and trusted approach to effective medicines optimisation at practice level<sup>1</sup>.

- Improving **clinical effectiveness** and **delivering cost efficiencies** to the NHS of circa. £360m since 2009
- Improve prescriber engagement through clinically-led updates and national guidance (including NICE, MHRA, UKMI, NHSE, BNF, BNFC, RPS and DM&D), **supported by Keele University's Centre for Medicines Optimisation**
- Reduce the workload of your team with centrally authored national profile content support
- Put **local Medicines Optimisation** initiatives into practice, with ScriptSwitch
- Stay up to date with **national indicative stock alerts** and locally authored formulary changes — live in two hours
- Make implementation easy with the help of our **outstanding customer support** and a dedicated clinical account management team

**Generates a positive Return on Investment across the health economy**



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**ScriptSwitch, proven over 20 years**

- **Unique to ScriptSwitch** — **Reduce waste and improve safety** with the unique Quantity Limits feature, the first of its kind in prescribing decision support. Easy to implement with a library of clinical content ready to approve and deploy delivering immediate value
- **2021 Roadmap** — Delivering **four major enhancements** for a more intelligent, innovative and advanced ScriptSwitch that aims to increase prescriber engagement, safely lower healthcare costs and improve patient outcomes

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1., On the market since 2003, now covering 81 systems and 27 million patient lives

## ScriptSwitch pop-up

The original product

The screenshot shows a comparison between two Atorvastatin products. On the left, the 'Original' product is 'Atorvastatin 10mg tablets (224 tablet)' with a '2 ONCE DAILY' regimen and an estimated cost of £5.12. On the right, the 'Replacement' product is 'Atorvastatin 20mg tablets (112 tablet)' with a '1 ONCE DAILY' regimen and an estimated cost of £3.12. A central arrow points from the original to the replacement, with a 'Cost Saving: £2.00' label below it. Below the comparison is an 'Accept Replacement' button. Underneath that is a text field containing 'Dose optimisation using the most appropriate strength.' At the bottom, there are three buttons: '< Back', 'Feedback', and 'Continue with Original'. The Optum logo is in the bottom right corner. A disclaimer at the very bottom states: 'The health care professional is solely responsible for verifying the appropriateness of the recommendation for the patient. Please check quantity, dose, instructions, and duration fields are all completed and are appropriate for the patient; please also note savings shown are an estimate. The quantity may have been changed to the closest available pack size. ScriptSwitch will only populate drug, dose and quantity fields following acceptance of a recommendation. It is at the discretion of the health care professional to complete any and all other fields as appropriate. The aforementioned is subject to the terms of the Full Disclaimer.'

This button will accept the recommendation and automatically fill a script for the replacement product

The 'Feedback' button allows you to send feedback directly to the recommendation authors

The 'Back' button will return to the original script without changing or issuing anything

The replacement product

The estimated cost saving

The justification text. This is used to provide a reason for recommending an alternative product

This button will reject the recommendation and issue the original script

Clicking the Optum icon will bring up the licensing and version information for the installed ScriptSwitch version

*For illustrative and demonstrative purposes only. This does not reflect the actual product or potential savings*

## Working collaboratively

Optum partnered with Bristol North Somerset and South Gloucestershire CCG to roll out ScriptSwitch through remote activation serving a population of around one million people. Working collaboratively, Optum and the CCG achieved these excellent results.

Return on investment

**£5.07**

for every £1 (First 9 months)

**43%**

Recommendation acceptance rates (Aug-Apr 2021)



**78**

Engaged GP practices

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

— Principal Medicines Optimisation Pharmacist

## Clinically led

Optum UK is a clinically led organisation, with a whole systems approach to making healthcare systems work better. Clinical knowledge and data are at the heart of what we do, and we dedicate our expertise to developing solutions for every day clinical practice that address the challenges of medicines optimisation and population health management.

We use data analytics and clinical insights, underpinned by our extensive knowledge of healthcare systems to empower safe, impactful interventions, based on the principles of the right care, right time, right cost.

For more ScriptSwitch Success Stories click [here](#)

Medicines Optimisation Solutions		Improve Compliance	Avoid unnecessary medicines	Reduce wastage	Improve safety	Clinical effectiveness	Cost effectiveness
<b>Accelerate:</b> Rapid standardisation in 12 weeks with no up-front cost	<b>Who does the product target?</b> CCG, patient centred  <b>Prescribing Pathway:</b> Independent Proactive prescription management  <b>End Users:</b> Optum implementation, Sign off by CCG		●	●	●	●	●
<b>ScriptSwitch:</b> Safe, evidence-based decisions at the point of prescribing	<b>Who does the product target?</b> Patients  <b>Prescribing Pathway:</b> Reactive Decisions and Point of Care  <b>End Users:</b> Prescribers / Clinicians	●	●	●	●	●	●
<b>Proactive: New Product Coming Soon:</b> Actionable, clinical insights and interventions – at any time	<b>Who does the product target?</b> Populations  <b>Prescribing Pathway:</b> Proactive Ongoing Prescription Management  <b>End Users:</b> Practice-based Pharmacists / Clinicians	●	●	●	●	●	●

We are clinically driven and have extensive NHS expertise. The Optum UK clinical team has a depth of experienced clinicians including doctors, nurses, pharmacists and paramedics.

We have access to global, real-world experience in solving local and national health problems and delivering real benefits.

We turn actionable insights into impactful interventions, with clinical knowledge and data at the heart of what we do.



## What new ScriptSwitch 6.0 is designed to do<sup>2</sup>:


Optum is currently developing ScriptSwitch 6.0 and aims to set new standards of safety, performance, customisation, and ease-of-use in its new and enhanced features. It is part of our roadmap of investment and enhancement to ensure that ScriptSwitch provides 'best-in-class' support for the evolving demands of medicines optimisation and population health.

Planned features under development:

- ✓ ScriptSwitch Safety Alerts, identify clinically important interventions including surfacing adverse drug reactions in real-time through integration and updates of PINCER rules
- ✓ Patient centric, context-based decision support with full patient record integration, enables safer, more cost-effective prescribing choices
- ✓ Financial, provider and profile performance dashboards, designed to be user-friendly with option to generate local and customised insights with 'Build it yourself' reports.
- ✓ PINCER rules will be delivered direct to Primary Care Clinicians, helping to reduce preventable adverse drug reactions and emergency admissions, co-produced through our partnership with PRIMIS from the University of Nottingham

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### Want to learn more?

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

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2., ScriptSwitch 6.0 is under development and this communication is solely designed to demonstrate the planned features of the product. ScriptSwitch 6.0 is a medical device pursuant to the Medical Devices Regulations 2002 (SI 2002 No 618, as amended) and is in the process of obtaining UKCA marking and registration with the MHRA. Until such UKCA marking and registration has been obtained, ScriptSwitch 6.0 cannot be marketed or put into service.



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