

## Medicines Optimisation from population to patient

A scalable solution to make the best decisions for your patients and prescribers



From system to patient, Population360 finds opportunities to improve medication safety, non-adherence, and lower costs, all in one place.

### Benefits

- **Allocate workforce:** watch trends in near real-time. Strategically plan programmes of work and resources to the places that need it most.
- **Direct care to those in most need:** use population data to show where non-adherent and at-risk patients are contributing to unplanned care admissions. Proactively close gaps in care.
- **Support medicines optimisation implementation across the system:** find opportunities to improve patient outcomes through improved medicines management.
- **Instigate immediate actions:** support practice-based and PCN pharmacists with a dedicated tool for implementing medicines optimisation and population health interventions.
- **Find opportunities to manage the total cost of care:** save more money from repeat medication switches and proactive management of adverse drug events.

## 3,200+

GP practices have placed their trust in Optum®

## 36

care systems use our services

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**To find out more about Population360, contact us**



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# Unlock the value of Population360



## Implement a population health management approach to Medicines Optimisation



### Switch medication proactively

- All your medication switches in one place.
- It quickly pays for itself. The sooner you switch, the more you save.



### Manage non-adherence to medication

- All your non-adherent patients in one place.
- Improve health outcomes for patients.



### Find at-risk patient cohorts

- All your at-risk patients in one place.
- Early interception of any medication errors.



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Population360 - Clinical Decision Support  
is a Class I Medical Device (EU MDD 93/42/EEC)  
(UK MDR 2002)



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