

Our Strategy

2018





(Image: NHS Medicines Management Teams at the 2nd Annual FDB OptimiseRx User Group)

Our vision



Vision

A healthier world through the power of medical knowledge



Mission

To create and deliver the world's most trusted medical knowledge that ignites, inspires and illuminates critical healthcare decisions



FDB OptimiseRx one year on

We have been privileged to work with more than 117 NHS organisations in England and Wales in 2017 – a 50% increase on 2016.

FDB OptimiseRx has gone from strength to strength in the past year. Our company has grown, and we have appointed new leaders, bringing with them a fresh approach to medicines technology and leadership qualities that will help drive our company forward in 2018.

This year, the number of prescribing transactions that FDB OptimiseRx supports reached 1 million hits a day

at peak times. To reflect this major milestone, we have overhauled our infrastructure to allow us to more powerfully process data. The new data infrastructure has enabled us to build more tools for medicines management teams such as customisation and audit tools, and to deliver new reports and metrics. In 2018, we will be building on these developments to further enhance the solution and the service that we provide to our customers.

Through our close work with NHS organisations, we see first-hand the challenges that

working in medicines brings, and we also witness the real-life NHS heroes who continue to find the ideal balance of how to provide high-quality care in primary care with effective use of public funds.

Our partnership with the NHS is something that we pride ourselves on, and your success is our success.

We thank you for your support, feedback and ideas and look forward to working with in 2018 and helping you to meet your medicines optimisation goals.

**Darren Nichols, Managing Director
Hearst Health International**

Our highlights

This year FDB OptimiseRx became the dominant medicines optimisation point of care solution in primary care.

Here are some of our other highlights from 2017.



We process over
1,000,000
prescribing transactions
a day at peak times



21.5%


of messages are accepted
and prescribing interactions
acted upon

FDB OptimiseRx
has saved the NHS more than

£44.53m



Throughout 2017
FDB OptimiseRx
has displayed:

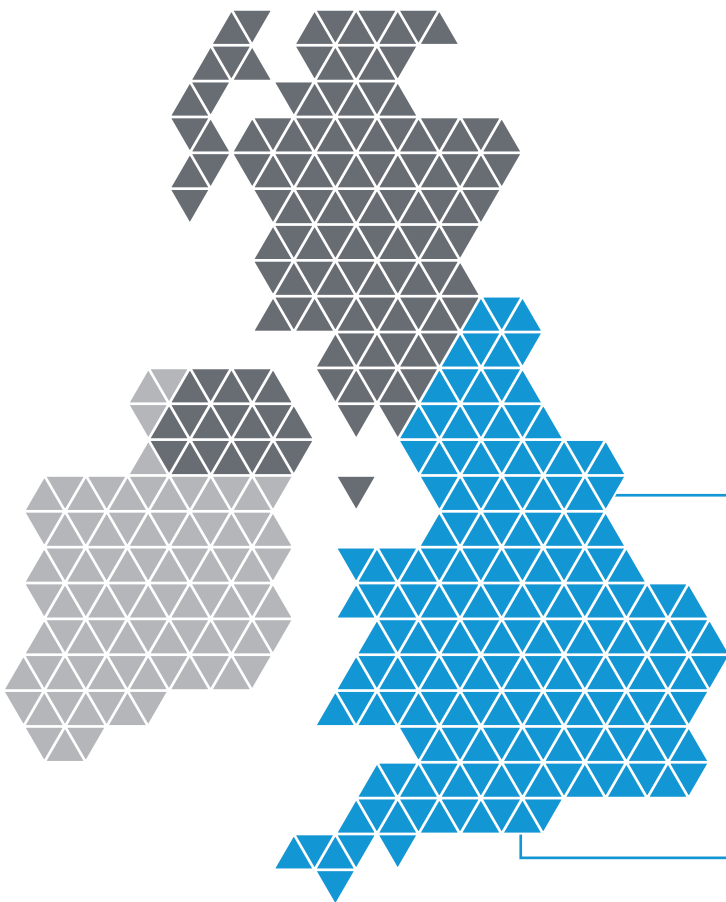
 **2M**
drug formulary messages

 **6M**
best practice and safety messages

 **10M**
prescribing budget messages

117

healthcare organisations use
FDB OptimiseRx in thousands of
GP Practices in England and Wales



Our impact

Avoiding adverse drug events

**NHS Bradford Districts and
NHS Bradford City CCG**

FDB OptimiseRx was chosen to help reinforce local prescribing guidance at the point of care and has been embedded into the QIPP scheme enabling it to be deployed across all 66 GP Practices via TPP SystmOne. With an aging and diverse population, and local data revealing a significant rate of inappropriate prescribing in primary care, the CCG was keen to tackle prescribing quality at the point of care.

The CCG selected 12 of the most commonly avoidable inappropriate prescribing scenarios that could result in an adverse effect. The CCG introduced a targeted suite of messages that included patient-specific guidance around Penicillin, Nitrofurantoin and Trimethoprim. All messages were accepted and acted upon, and in some cases in more than 65% of patient consultations.

Empowering patients to take an active role in their treatment with insulin

NHS Lambeth CCG

FDB OptimiseRx is helping to drive up adoption of insulin passports in the Lambeth area by identifying those patients who are on insulin but do not have a code for an insulin passport on their record. Reports and analytics from FDB OptimiseRx are helping the CCG to target practices and prescribers to engage and encourage them to update patient records.

Where a patient does not have activity related to an insulin passport Read coded within their patient record, the prescriber is presented with a message that notifies them that this information is missing and advises them to add the relevant Read codes as per local guidance.



(Image: NHS Medicines Management Teams at the 2nd Annual FDB OptimiseRx User Group)

Reducing the risk of Valproate and Foetal Anticonvulsant Syndrome through safer prescribing of sodium valproate in primary care

FDB OptimiseRx nationwide

Research has shown that sodium valproate can cause serious problems in a developing baby. Of babies whose mothers take sodium valproate during pregnancy, up to 1 in 10 (10%) are at risk of having a birth defect, and up to 4 in 10 children (up to 40%) have problems with development and learning as they grow. Over 100 CCGs that have enabled a message derived from guidance

from MHRA (Medicines and Healthcare Products Regulatory Agency) within FDB OptimiseRx to alert presents to the safety guidance related to sodium valproate prior to prescribing when a female patient of reproductive age presents. To date, the message has been accepted on average in nearly 30% of patient consultations.



Polly Shepperdson
Senior Product Manager

In my 18th year with the company, I made the transition into the role of Senior Product Manager. This draws on my experience of turning market insights from across the NHS and healthcare community into technological developments that improve patient care.

Andrew Madden
Head of Partnerships and Account Management

By collaborating with some of the major healthcare IT brands, such as EMIS Health and TPP, I have a key role in helping to build strategic partnerships. These industry partnerships are important to us to enable our expert clinical content and informatics to translate into software that is actionable at the point of care.

Peter Hughes (MPharm)
Clinical Strategist

My role is diverse, and complements my background in pharmacy and health IT. I work with several stakeholders within the company and the NHS to manage our clinical content strategy, clinical and informatics input for solution development, and working locally to help CCGs to maximise the benefits of FDB OptimiseRx.

Our staff stories



Rebecca Perkins (MPharm)
Solution Lead – Clinical Content

I joined the FDB OptimiseRx team in 2017, coming from a career in medicines management at Clinical Commissioning Groups. Since joining the FDB OptimiseRx team, I have spent time listening to customers in CCGs and working with my team to develop our editorial policies and processes. I have also been involved in recruiting pharmacists and clinical researchers to our growing clinical content team.

Oliver Clift
Head of Account Management, Delivery and Implementation

I head up a team of 6 regional Account Managers, each with strong links to NHS organisations and a background in pharmacy, medicines management and project management. Together, the Account Managers work across CCGs and GP Practices to implement FDB OptimiseRx, provide expert training, and to offer strategic direction on how to use FDB OptimiseRx to meet the goals of the healthcare organisation.

Our plan for 2018–2019

In 2018, we pledge to:

Adapt

Adapt to changing pharmacy and care models by forging new relationships as organisations merge and emerge, such as STPs, ACOs and GP Federations. The people and the processes of managing care are ever evolving and we want to be a part of meeting your needs. We will be following the NHS England pilot that is funding more clinical pharmacists into general practice, and learning from pharmacists across the health economy about how we can adapt our solutions. We will continue to develop and invest in FDB OptimiseRx and bring new tools, features and reports.

Explore

Explore opportunities for new solution developments by working with our customer community and industry partners to apply our expertise in clinical content, informatics and prescribing decision support to develop new solutions to transform the way in which care is delivered. One area we will be focusing in on, is how we can use data to identify benchmarks and variation in prescribing activity. We will also explore how to apply patient-specific medicines optimisation to cohorts of patients, in both primary and community care settings.

Expand

Expand our company by appointing new specialist pharmacists and technology experts, whilst continuously improving our service to our customer community. We do this through listening, learning and acting upon our findings. We will further strengthen our partnerships, and look to develop the way in which we work with stakeholders across the health industry.





For more information, please contact us: hhcontact@hearst.com



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