

Maximise prescribing quality and value

Supporting GPs to prescribe
the right medicines, at the right time,
and at the right cost to the NHS.



‘We wanted a point of prescribing solution that was simple, quick, integrated with our clinical systems, adaptable, locally responsive and with as much emphasis on quality as cost- effectiveness.’

Dr James Howarth



ABOUT US

FDB (First Databank) creates and delivers the world’s most powerful drug knowledge that ignites, inspires, and illuminates critical medication decisions. We collaborate with our partners to help improve patient safety, operational efficiency, and health outcomes.

Our solutions drive healthcare information systems that serve the majority of hospitals, GP practices, pharmacies and many other areas of healthcare and are used by thousands of clinicians every day.

FDB OptimiseRx[®] is the only truly patient-specific medicines optimisation solution to deliver cost savings while driving up the quality of prescribing.

OptimiseRx supports NHS primary care organisations nationwide in driving adherence to prescribing guidelines and reducing inappropriate variation of care.

It is the most patient-specific medicines optimisation solution to deliver real-time, evidence-based decision support during the prescribing workflow and can ensure your patients receive the most clinically appropriate and cost-effective medicines every time.

Trusted by **over 4,500 GP practices** and covering more than **46 million patients** across the UK, OptimiseRx sets the gold standard in prescribing decision support and medicines optimisation.

The market-leading medicines optimisation software

By seamlessly combining national guidance, locally authored formularies, and the best available evidence, OptimiseRx empowers GPs to make informed clinical decisions, while Medicines Optimisation teams can drive consistency, compliance, and cost savings in line with their organisation's objectives.

Through its deep integration with GP clinical systems, advanced logic and ease of use, OptimiseRx can help you deliver immediate budget impact whilst enabling local control.

Unrivalled breadth and depth of clinical content

Our point-of-care guidance on quality, safety and cost is authored by our experienced team of clinical experts. Using national guidance from organisations including NICE, MHRA, NHSE, and RCGP as a reference source, OptimiseRx's core content, available to all our customers, includes a set of over 2,000 messages, reducing the workload burden on Medicines Optimisation Teams. Content is regularly updated in-house, giving prescribers confidence that they're always acting with the latest guidance at hand.

Truly patient-specific

Deeply integrated into your GP clinical system, OptimiseRx is the only solution of its kind to have full access to all relevant coded information within the patient record. This ensures that the guidance presented to prescribers is truly patient-specific. The scope of OptimiseRx messages covers over fifteen thousand SNOMED and NHS dm+d codes, allowing our algorithms to interrogate multiple inputs from the patient record.

These include proposed medication, previous medications, medical conditions, age, gender and ethnicity, along with laboratory measures/ results (e.g. HbA1c, eGFR) and any clinical observations recorded (e.g. weight, BMI). Messages are presented to clinicians only when appropriate and relevant to the individual patient and prescribing event, reducing alert fatigue and encouraging higher message acceptance rates.

Accessible and sophisticated technology

In addition to our deep integration within the prescribing workflow, OptimiseRx is an on-demand, web-based solution, so no local downloads are required – prescribers can switch it on and begin benefiting immediately. All customers have access to a web-based portal allowing customisation of their local profile and national message content to satisfy their local prescribing objectives. OptimiseRx is also available to prescribers across a wide range of extended care settings, including community hospitals, PCN hubs and minor injuries units, to support care continuity.

- **One solution from one expert partner,** offering unrivalled breadth and depth of quality, safety and cost-saving guidance
- **Thousands of trusted messages** authored using national guidance from organisations including NICE, MHRA and RCGP as a reference
- **Messages can be tailored to local formulary** and policies to stay aligned with prescribing objectives
- **Only solution of its kind** to have full access to all relevant coded information in the patient record, ensuring guidance presented is truly patient-specific
- **Messages present only when appropriate and relevant,** reducing alert fatigue and encouraging higher message acceptance rates
- **On-demand, web-based solution** means no local downloads are required and it can be switched on instantly
- **Manage supply disruption** and improve the patient experience with automatic updates on products that are currently out-of-stock
- **Key data insight and trends** for profile optimisation, performance and practice engagement using OptimiseRx Analytics
- **Available across various extended care settings** to maintain continuity across the patient pathway



Used across NHS Integrated Care Boards, Primary Care Networks and GP practices, OptimiseRx is trusted and valued by prescribers.

The industry standard

Unlock direct savings that can be shared across primary care

Deliver financial benefits through evidence-based decision support, safely reducing costs without compromising patient care.

Drive better quality prescribing

Improve adherence to prescribing guidelines and reduce inappropriate variation of care and risk of harm to patients.

Deliver immediate impact

Quickly deliver a positive impact on the safety and cost-effectiveness of clinical practice across multiple sites.

Align with national & local priorities

Help Medicines Optimisation Teams deliver specific campaigns and enable fast and effective response to commissioner and prescriber needs.

46m

patients benefitting from OptimiseRx

70%

of ICBs with live OptimiseRx

4,500+

GP practices using OptimiseRx

£450m+

Savings to the NHS



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