

NHS Nottingham CCGs align their content profiles to standardise messages across the region



FDB OptimiseRx delivers patient-specific prescribing information at the point of care, supporting medicines optimisation and integrating with prescribing workflows.

OptimiseRx is used in over 4000 GP practices in England, accounting for more than 50% coverage of the patient population. OptimiseRx processes more than one million prescribing transactions per day and messages are composed from both national and local guidance and include best practice and safety, formulary, and cost saving content.

Introduction

OptimiseRx had been running successfully across four Clinical Commissioning Groups (CCGs) in the Greater Nottingham area for several years, when the CCG Medicines Management team decided to align all four existing content profiles, in order to standardise messages and enhance continuity of care across the region.

The profile alignment project was managed extremely successfully with great collaboration across the CCGs - to time and to budget - and has led to a range of benefits across the area, including continuity of care and improved patient safety.

Background

The six CCGs across Nottingham are organised into two partnerships: Mid Nottinghamshire and Greater Nottingham. In 2018, the four Greater Nottingham CCGs decided to adopt a unified OptimiseRx profile to enhance efficiency and consistency.

A cross-CCG working group was set up to run the project, headed up by Medicines Management experts Nayna Zuzarte, who is the Associate Chief Pharmacist of Greater Nottingham Clinical Commissioning Partnership (Rushcliffe locality) and Jill Theobald, who is a Specialist Interface Efficiencies Pharmacist.

There is a total of 95 GP practices across Greater Nottingham, within the following CCGs: Nottingham City, Rushcliffe, Nottingham North and East, and Nottingham West.

“The collaborative approach has meant we have worked in an efficient way without any CCG feeling that they lost ‘ownership’ of the project. It also provides resilience going forward, as we are not dependent on a single person. Another added benefit is the freeing up of a lot of time - now only one person per month is managing the joint profile and messages, meaning that we have more time to do development work.”

JILL THEOBALD *Specialist Interface Efficiencies Pharmacist
Greater Nottingham Clinical Commissioning Partnership*



“We are delighted with the success of this project. In the future, we may well be going through a similar process with Mid Nottinghamshire, and we might be able to use the new OptimiseRx multiple profile tool to do that.”

NAYNA ZUZARTE Associate Chief Pharmacist, Greater Nottingham Clinical Commissioning Partnership

Nayna explains: “In 2017, Rushcliffe MCP Vanguard work enabled OptimiseRx to roll out across the patch, based on positive feedback from practices within Rushcliffe who had agreed to pilot. Nottingham City CCG had been using OptimiseRx for some time already and were very complimentary of the system.

The other CCGs and Mid Nottinghamshire CCGs also came on board at - or around the same time - as Rushcliffe. Each CCG had their own separate profiles within OptimiseRx and tailored the profile to ensure it was fit for purpose within their own organisation. There was acknowledgment that there needed to be a more streamlined approach, so we started pushing towards forming a Greater Nottingham OptimiseRx profile, while still maintaining individual CCG and remaining statutory organisation requirements.”

Jill Theobald continues: “It made sense for Nottingham CCGs to all have the same OptimiseRx profiles, so we set up a working group across the CCGs. We let FDB know we wanted to do this and were impressed with the assistance that we received from the team there. I had recently moved from Derbyshire, where I had experience of working collaboratively across CCGs to manage OptimiseRx, so I knew that this could work and would have a good outcome.”

Collaborative working and communication

The team adopted a collaborative approach and agreed to adopt one ‘master’ profile across the group – selecting Nottingham City’s profile, as this CCG had the largest number of practices and had the most experience.

Nayna Zuzarte says: “We had a number of tasks we had to complete, including reviewing the differences between the Nottingham City OptimiseRx profile and the other three profiles, then deciding what to do about any anomalies. This is when we formed quarterly strategy meetings and monthly working group meetings.”

Jill Theobald says: “The working group met on a regular basis to go through therapeutic chapters, while a data analyst went through the messages to see where one CCG was different to others. We worked as a group to review existing and new messages and developed a set of principles for decision making.”

Communication was key to the success of the project. Nayna explains: “When we got to the stage where we were happy to switch over to the one profile, we worked on communications for the practices that would be affected. We notified practices in Nottingham West, Nottingham North East and Rushcliffe CCGs and provided instructions and support to change OptimiseRx over to the ‘City’ profile.”

Jill explains: **“We also worked closely with our FDB account manager, who gave us great support, including technical changes, and making sure our pharmacists were up to speed.”**

The change was due to take place over one month, and in September 2018 all practices were encouraged to start using the new profile, with Jill and team monitoring activities on a weekly basis. By the end of September, the profile change was complete.

Nayna says: “Initially Jill ran weekly reports to identify any practices that had not switched, and the CCG medicines management team offered assistance in encouraging practices to undergo the switch. During the last week of the switchover, daily reports were run and practice pharmacists/ technicians were asked to visit any remaining practices and provide support to switch profiles. We didn’t have any problems at all and everyone worked really well together to effectuate the change.”

Making the change in just one month minimised the disruption and meant that the monthly reporting process was rapidly aligned to show the transactions from the new profile.

Benefits

The result of the collaborative project to align and merge OptimiseRx profiles across Greater Nottingham has meant that all OptimiseRx messages are the same across all 95 practices, leading to a standardised approach and limiting a ‘postcode lottery’. The Medicines Management team also works more efficiently by only having to maintain one OptimiseRx profile rather than four.

Jill says: “The collaborative approach has meant we have worked in an efficient way without any CCG feeling that they lost ‘ownership’ of the project. It also provides resilience going forward, as we are not dependent on a single person. Another added benefit is the freeing up of a lot of time - now only one person per month is managing the joint profile and messages, meaning that we have more time to do development work.”

Nayna adds: **“Contractually it’s easier as well. It also forms part of my QIPP programme, which helps moving towards best practice and safety. We have one point of contact for getting messages out to practices. OptimiseRx is a great product, so it has been easy to do.”**

Nayna says: “The crux of the success is having a working group and good communications. If you are merging profiles, everyone needs to work together, and it was really impressive how well everyone worked. Everyone knew that OptimiseRx was a really good solution and no-one had any problems.”



Ongoing work and future plans

The team has continued meeting as an OptimiseRx Working Group every two months chaired by Jill and includes representation from each CCG. One person maintains the profile on a monthly rota, with support from the rest of the team as needed.

Maintaining the profile involves checking the FDB bulletin, enabling new messages, answering queries from the CCG teams and requesting new messages as necessary. A separate OptimiseRx strategic group chaired by Nayna meets once every three months with the FDB account manager to discuss future development.

Jill explains: “We have a query log that all of our Medicines Management team can put queries onto and the working group respond to the queries and take action as necessary. My role includes making sure that the local formulary decisions get through to OptimiseRx. We set up principles for maintaining the profile to ensure consistency.”

Nayna concludes: “We are delighted with the success of this project. In the future, we may well be going through a similar process with Mid Nottinghamshire, and we might be able to use the new OptimiseRx multiple profile tool to do that.”

With the changing NHS landscape in mind, and utilising learnings from its recent work with Nottingham and other customers with similar requirements, **FDB is currently developing a multiple profile management tool for OptimiseRx that will enable CCGs to merge their profiles and allow profile managers to share content and benefit from workload efficiencies, while still managing local content variances where it's needed.**



www.nottinghamnortheastccg.nhs.uk



For more information, contact us today on 01392 440 100 or visit fdbhealth.co.uk

First Databank UK Ltd is the leading provider of drug knowledge that helps healthcare professionals make precise decisions. With thousands of customers worldwide and over four decades of experience, FDB enables our developer partners to deliver actionable solutions that help improve patient safety, quality, and healthcare outcomes.

First Databank UK Ltd, Stratus House, Emperor Way, Exeter, EX1 3QS Tel +44 (0) 1392 440 100 Fax +44 (0) 1392 440 192
Other Locations: San Francisco, California • Indianapolis, Indiana • Dubai, UAE