FDB OptimiseRx

Advanced frailty management

Reduce anticholinergic risk in older patients and those living with frailty



OptimiseRx presents patient-specific messages at the point of care that identify vulnerable patients with a high cumulative anticholinergic burden. These messages support clinical decision-making by prompting safer prescribing, medication reviews or deprescribing when appropriate — all within the GP workflow.

Why is this a national priority?

For older people living with frailty or multiple long-term conditions, the combined effects of several medicines can increase the risk of cognitive impairment, falls and hospital admission. Understanding cumulative anticholinergic burden can be complex, particularly when patients are taking multiple medicines for different conditions and treatment needs to balance benefit, risk and overall vulnerability.

PRESCRIBING PATHWAY

GP visit

Vulnerable patient attends or requests repeat medication in routine primary care.

Patient specificity

Through deep integration with the GP clinical system, the patient's medical history, relevant risk factors and anticholinergic effect on cognition (AEC) are automatically assessed.

Actionable prompt

The clinician receives a clear, timely prompt within the prescribing workflow alerting them to the patient's AEC score.

Treatment

Treatment may be continued if benefits outweigh risks, switched or deprescribed, or the patient is booked for a structured medication review.

Outcome

Lower medicine related risk, fewer falls and greater independence for older adults and those living with frailty.

"OptimiseRx was intuitive and easy to use. Prescribers found the messages generally supportive and welcomed the recommendations and advice from the messages, while retaining complete autonomy to accept or decline the suggestion, depending on the individual patient circumstances."

KATE NEEDHAM, CHIEF PHARMACIST AND HEAD OF MEDICINES MANAGEMENT
DERBYSHIRE COMMUNITY HEALTH SERVICES NHS FOUNDATION TRUST

ESTIMATED IMPACT



129,823
FALLS AVOIDED



7,789
HIP FRACTURES AVOIDED



23,446
INSTANCES OF A&E ATTENDANCE AVOIDED



£33.4M
HEALTHCARE COSTS AVOIDED



124,630
HOURS OF PHYSIOTHERAPY SAVED

Estimates based on an established health-economic modelling approach and updated OptimiseRx data suggest over 129,000 fewer falls and over £33 million in potential healthcare savings over the period analysed. These are modelled estimates, not observed outcomes.[1]

[1] Modelling approach based on: Kent, Surrey and Sussex Academic Health Science Network, supporting First Databank UK. OptimiseRx – Anticholinergics: Three Health Economic Benefits Forecast for Message ID 17481 (Costs not included). Interim report, June 2020. Updated estimates use more recent OptimiseRx data [July 2021 - June 2026].

DELIVERY OF SYSTEM-WIDE VALUE

For ICB & commissioners

- → Reduces hospital admissions
- → Releases cost and capacity across urgent, community and rehabilitation services
- → Supports polypharmacy and medicines optimisation programmes at scale

For clinicians & practice teams

- → Surfaces patients within the prescribing workflow
- → Calculates cumulative anticholinergic burden without time-consuming manual checks
- → Minimises alert fatigue through patient-specific guidance

For patients

- → Reduces the risk of confusion, falls and other medicine-related side effects
- → Supports cognitive health, mobility and independence
- → Facilitates patient-centred medication reviews when appropriate

For NHS & population health

- → Shifts care from treatment to prevention through earlier intervention
- → Supports coordinated neighbourhood care
- → Helps target clinical resources towards higher risk populations

LEARN MORE

Contact FDB for a demonstration or to discuss how OptimiseRx can support vulnerable patients across your population.
→ fdbhealth.co.uk → 01392 440 100

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.

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