

**Optum**

# NHS Western Isles

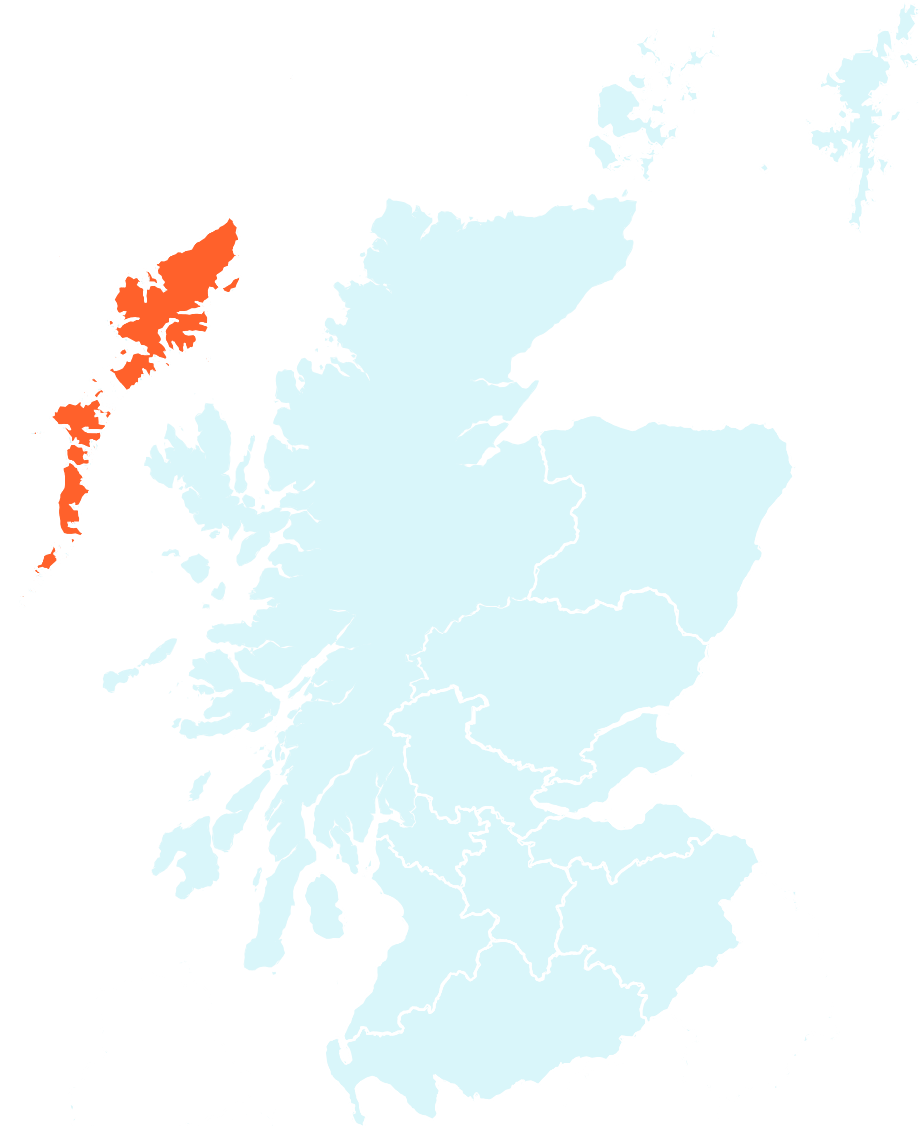
Case study

October 2022



# NHS Western Isles

- The Western Isles is a group of 11 populated islands located 40 miles off the North-West coast of Scotland
- Serves a population of 26,500
- Employs around 1,030 staff
- Has contracts with around 9 GP Surgeries and 14 sites (32 General Practitioners)



Source: <https://www.careers.nhs.scot/careers/find-your-career/international-recruitment/nhsscotland-health-boards/> and – <https://www.wihb.scot.nhs.uk/about-us/our-hospitals-and-healthcare-premises/gp-practices/> Accessed 20.09.22

# NHS Western Isles: 100% increase in ROI and monthly savings



## The problem:

A challenging financial environment for NHS Scotland

The Scottish Government indicated that Health Boards had to make high level efficiencies to stay within their recurring budgets – ensuring that services are sustainable now and in the future.



## The opportunity:

Building the profile from ground-up, chapter by chapter, to localise and manage proactively

Engaging the Health Board and GPs from the outset meant that the local NHS Western Isles profile was built to offer appropriate generic prescribing switches, safety messages and recommendations on high-risk drugs. GPs were familiar with these recommendations aligned to local savings and efficiency initiatives.



## The solution:

Full BNF chapter by chapter build of profile  
Focused additions in line with prescribing guidance + local justification text

Pharmacy Technicians and Assistants proactively supported repeat patient switches, saving GP time  
Optum Customer Service health checks to low performing sites

Team training on profile optimisation and analytics



## The outcome:

Increased Return on Investment (ROI), additional savings and higher acceptance rates

**ROI:**  
**100% increase**  
(Increase from £3.09 to £6.50 for the financial year 2021/22)

**Savings:**  
**100% increase**  
(Increase from £1814 to £3922 each month),

**Acceptance rates:** An increase from 30% to 39.5%, exceeding the national average of 33.09%



## The benefit:

Improved acceptance rates with an up-to-date profile, led to NHS Western Isles having the highest ROI in Scotland

The Pharmacotherapy Team engaged with surgeries to conduct proactive repeat patient switches using the improved profile, saving time for prescribers.

This contributed to the efficiencies objective and became the largest acceptance rate increase in Scotland.

“

“Scriptswitch allows us to get **key safety messages** out in realtime to prescribers to support evidence-based prescribing across a vast geography. It also enables Pharmacy Technicians and Assistants to undertake **proactive cost-saving** switches in practice, saving time for clinicians, and supporting all potential switches to be acheived from the recommendations in the Western Isles profile.”

**Natalie Bowling**, Pharmacist

**NHS Western Isles**

# Safety, simplicity and savings



## Safety

Building the profile from ground-up has enabled NHS Western Isles to build in recommendations that improve better patient safety, including recommendations on antibiotics and high dose opioid prescribing.



## Simplicity

Localising recommendation, switches and messages ensured content being displayed was relevant, appropriate and up-to-date, ultimately lowering alert fatigue and improving prescriber engagement.



## Savings

A review of the ScriptSwitch Prescribing profile, BNF chapter by chapter enabled, focused cost saving switches on products like emollients. One third of all switches were from this BNF Category – otherwise this may have been a missed opportunity.



The work completed by NHS Western Isles and Optum exceeded all expectations, **more than doubling their return on investment and monthly savings targets**, combined with one of the largest improvements in acceptance rates across Scotland.



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ScriptSwitch Prescribing  
is a Class I Medical Device  
(EU MDD 93/42/EEC) (UK MDR 2002)



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