

# Medicines Matters

Issue 8 – 23<sup>rd</sup> May 2025



## Understanding Optimise Rx Functionality

### When do messages trigger?

Optimise Rx messages appear less frequently compared to other systems to **reduce prescriber fatigue**. Messages are triggered during:

- Treatment initiation
- Reauthorisation of a repeat
- Regime review
- Reauthorising a drug in past medication

Once treatment starts, messages do not appear at each repeat issue until reauthorisation. Some messages are also logic-based, meaning they only appear when specific criteria (like age or gender) are met.

### Which messages count towards your acceptance rate?

There are four main types of messages you might encounter:

- Complex Best Practice Guidance or Cost Saving Messages
- Formulary Messages
- Simple Cost Messages
- Information Messages (e.g. Monitoring guidance)

**For the purposes of the Medicines Optimisation LES for 2025/2026 it is the acceptance of complex best practice, cost saving messages and simple cost messages which will count towards your practice's acceptance rate.**

Formulary and information messages will not require you to accept or reject them on the EMIS screen.

### Can Optimise Rx be deactivated on the screens for some members of our practice?

- Optimise Rx is **activated for the entire practice**, not just individual prescribers.
- It **cannot be deactivated** for specific individuals without removing prescribing rights.

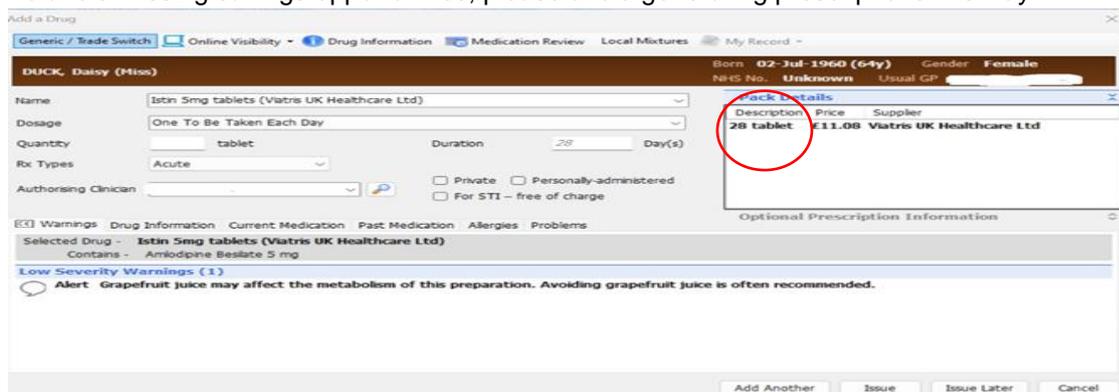
### How do I provide feedback on rejected messages?

When you reject a message, a **popup appears** allowing you to provide feedback.

- This feedback is reviewed by the **Medicines Optimisation Team**.
- If appropriate, adjustments are made to the profile based on your input.

### How do I ensure simple switch messages activate correctly?

- These messages activate at the end of the prescribing workflow when a prescription is issued.
- Some practices generate prescriptions by selecting a product and quantity from the right-hand side of the screen as shown in the screenshot below.
- **This method bypasses cost-effective prescribing prompts.**
- To avoid missing savings opportunities, please avoid generating prescriptions this way.



To contact the Medicines Optimisation Team please call 01772 287877. Acknowledgement – Thank you to Dr S Khandavalli and the staff at The Chorley Surgery for the drafting of this bulletin