#### Population360°

# Optum

## Medicines Optimisation from population to patient

A scalable solution to make the best decisions for your patients and prescribers

From system to patient, Population360 finds opportunities to improve medication safety, non-adherence, and lower costs, all in one place.

### **Benefits**

- Allocate workforce: watch trends in near real-time. Strategically plan programmes of work and resources to the places that need it most.
- **Direct care to those in most need:** use population data to show where non-adherent and at-risk patients are contributing to unplanned care admissions. Proactively close gaps in care.
- Support medicines optimisation implementation across the system: find opportunities to improve patient outcomes through improved medicines management.
- **Instigate immediate actions:** support practice-based and PCN pharmacists with a dedicated tool for implementing medicines optimisation and population health interventions.
- Find opportunities to manage the total cost of care: save more money from repeat medication switches and proactive management of adverse drug events.

## 3,200+

GP practices have placed their trust in Optum<sup>®</sup>

**36** care systems use our services

#### To find out more about Population360, contact us





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### Unlock the value of Population360



Manage care, resources, and costs effectively. Leverage population-level analytics to enable one prescribing strategy to build tailored interventions across local at-risk population segments.

Identify opportunities to improve intervention safety, cost, and implementation time. Automate the process of locating patients and proactively manage medication and adherence to expedite the realisation of cost savings.

Gain proactive access to patients in order to maximise positive outcomes and contribute to funded work. Supports 'golden moments' in consultations with preventive care management, while driving revenue and reducing the practice team's workload.

## Implement a population health management approach to Medicines Optimisation

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#### Switch medication proactively

- All your medication switches in one place.
- It quickly pays for itself. The sooner you switch, the more you save.



### Manage non-adherence to medication

- All your non-adherent patients in one place.
- Improve health outcomes for patients.



#### Find at-risk patient cohorts

- All your at-risk patients in one place.
- Early interception of any medication errors.



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Population360 – Clinical Decision Support is a Class I Medical Device (EU MDD 93/42/EEC) (UK MDR 2002)

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