First Databank

FDB CoordinateRx® Service Definition 2026

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1. Executive Summary

FDB CoordinateRx™ is a comprehensive platform designed for NHS Integrated Care Boards (ICBs) to strategically coordinate all aspects of medicines optimisation. Developed by experienced medicines optimisation pharmacists, it provides centralised oversight of prescribing analysis, project and incentive scheme delivery, clinical activity recording, and financial management across the system. CoordinateRx enables ICBs, GP practices, and Primary Care Networks (PCNs) to improve patient outcomes, reduce administrative burden, enhance financial efficiency, and ensure alignment with organisational priorities through real-time insights, streamlined workflows, and evidence-based decision-making.

2. Solution Overview

FDB CoordinateRx is an end-to-end medicines optimisation platform that enables NHS ICBs to plan, execute, track, and evaluate all medicines-related initiatives from a single, integrated environment. The solution consolidates previously disparate processes—prescribing analytics, project management, clinical activity logging, and financial oversight—into a unified workflow aligned to NHS priorities around outcomes, safety, efficiency, waste reduction, and value for money. CoordinateRx empowers ICB leaders and frontline clinical teams to make evidence-based decisions and deliver measurable improvements in medicines use, patient safety, and system sustainability.

Core Solution Components

1. Prescribing Analysis

CoordinateRx provides a centralised, up-to-date view of prescribing activity by drawing on nationally available datasets and local data uploads. Users can drill down to prescribing behaviour at ICB, Place, PCN, and practice levels, using pre-built filters and algorithms to identify patterns, variation, high-cost areas, and potential safety concerns. These insights support proactive planning, targeted intervention, and clear reporting to stakeholders.

2. Projects (Medicines Schemes and Incentives Management)

The platform enables ICB medicines optimisation teams to design, publish, and track medicines-related projects and incentive schemes. Practices can easily browse available schemes, view requirements, and financial incentives, and enrol directly. Role-based access ensures practices see only their own data, while ICB teams maintain a complete view of participation and delivery. This simplifies governance, increases transparency, and improves engagement with incentive-based programmes.

3. Activity Recording (Reviews and Interventions)

CoordinateRx supports structured documentation of medicines-related activities, including medication reviews, deprescribing interventions, audits, switches, queries, time spent, and avoided appointments. Dashboards provide visibility of activity at user, practice, and system level, supporting performance management, peer review, and CPD. Embedded valuation methods help demonstrate the clinical and financial impact of interventions.

4. Financial Management

The financial management module centralises oversight of medicines spend, including drug price monitoring, rebate management, incentive payments, and cost-saving opportunities. Weekly drug price updates and configurable financial reporting tools help ICBs track budgets, model trends, and identify anomalies. This provides transparent, consistent financial governance and reduces administrative workload.

Optional Bolt-On Modules

Optional Module 1: Care Homes Module

The CoordinateRx Care Homes Module supports ICBs, pharmacy teams, and care home staff in improving medicines safety, reducing polypharmacy, and strengthening compliance across care homes. It enables structured medication reviews, monitoring of medicines waste, simplified audit preparation, centralised reporting, and targeted training for care home staff. The module

enhances collaboration between care homes, GPs, and pharmacy teams, while evidencing patient outcomes and delivering measurable financial and clinical benefits.

Optional Module 2: Community Pharmacy Module

The Community Pharmacy Module helps ICBs make sense of complex community pharmacy service data through clear dashboards and actionable insights. It provides performance oversight across services such as hypertension management, smoking cessation, contraception, discharge medicines services, and GP referrals. ICBs can compare performance across regions and over time, identify underperforming services, highlight best practice, and direct resources where they will have the greatest impact. Pharmacy-level insights support targeted intervention, improved service quality, and better patient outcomes.

3. Information Assurance

CoordinateRx is a secure, cloud-based solution configured to ensure that no patient data is processed, stored, or transmitted through the service. FDB confirms that CoordinateRx only processes a minimal amount of end-user administrative information, such as user account details, which is entered directly by the customer. The solution therefore does not receive, access, or process personal data relating to patients, health conditions, treatment, prescribing history, or any other clinical information.

FDB complies with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and applicable ICO guidance, and is registered with the Information Commissioner's Office (ICO Registration Number: ZA274627).

FDB maintains an established information governance and security framework aligned with NHS and UK public-sector expectations, including defined accountability roles such as Senior Information Risk Owner (SIRO), Data Protection Officer (DPO) and Information Governance management.

Security and organisational controls for CoordinateRx are underpinned by the following measures:

- Hosting within secure UK-based cloud infrastructure compliant with recognised international standards, including ISO 27001 for information security management.
- Cyber Essentials and Cyber Essentials Plus certifications.
- Registration with ICO on the Data Protection Register under Register Number: ZA274627.
- Annual completion of the NHS Data Security and Protection Toolkit (DSPT) under Organisation Code 8HV90.
- Role-based access controls and multi-factor authentication for administrative users.
- Industry-standard encryption for data in transit and at rest.
- Regular penetration testing and security monitoring performed by accredited third-party providers.

FDB holds current Cyber Essentials and Cyber Essentials Plus certifications, providing independent assurance of its baseline cyber-security controls.

FDB can provide evidence of relevant certifications, policies and assurance documentation upon request.

4. Back-up Data, Restore and Disaster Recovery

Data is backed up via an automated process managed by Zoho back-end team. Data restores can be triggered by FDB staff.

FDB (together with its parent company Hearst) has robust business continuity and disaster recovery plans for all areas of the business, which include recovery time objectives to avoid unacceptable consequences associated with a break in continuity.

5. On-boarding Process

A dedicated Commercial Manager and Clinical Account Manager (GPhC registered pharmacist) are assigned to ensure there is a named member of staff from the beginning of implementation and throughout the life of the contract supporting a thorough and consistent end-to-end process for all customers.

The FDB CoordinateRx onboarding process includes several steps, such as account and user set-up, configuration of projects/schemes, and localisation of dashboards. The overall process is managed by a dedicated Clinical Account Manager;

solution configuration is led by a Technical Product Owner, and the wider FDB team will provide any additional support, as required. Training for ICBs/Health Boards is provided by the Clinical Account Manager and on-demand training videos.

The total setup period is 2 - 8 weeks from initial dataset provision to full deployment. This can vary subject to local requirements and which modules of CoordinateRx are being used.

6. Off-boarding Process

Upon contract completion, the system is decommissioned via inactivation of the organisational account.

7. Service Management and Support

The FDB Customer Service department are contractually available between 9.00am to 5.30pm (GMT) Monday to Friday, excluding public holidays in England ("Contracted Support Hours"). Support may be requested by email or telephone, and voicemail is available outside of Contracted Support Hours to enable support requirements to be logged.

All support queries are logged and assigned a unique reference number. Support activity is logged from the time of initial receipt through to resolution. Progress and response times can be reported on at any time within Contracted Support Hours, via our internal Customer Relationship Management (CRM) system.

In addition, a customer request form is available within the CoordinateRx platform, allowing customers to log queries, change requests, ask for support, or report issues at any time. Submitted requests will be directly entered into our internal CRM system and reviewed at the start of the next Contracted Support Hours.

8. Training

Training on FDB CoordinateRx for the contracting organisation and users is provided, via virtual sessions, as part of the onboarding process and as required thereafter. Organisational training includes system orientation navigation, user setup, and dashboard configuration. User training includes how to document patient reviews and interventions, use of projects / schemes, and prescribing analysis data. Training will be tailored based on local requirements and modules being used.

The CoordinateRx platform includes a support section providing on-demand help videos allowing users to access and revisit commonly asked questions, at their convenience.

9. Technical Requirements

To access CoordinateRx, users only require a modern web browser (Chrome, Edge, Firefox, Safari); stable internet connection; and Microsoft Authenticator app installed on users' devices.

10. Hosting and Data Access Upon Exit

CoordinateRx data is hosted on Amazon AWS data centers in London, with additional secure facilities in Amsterdam and Dublin. Data protection, access, retention and deletion obligations are governed by the data protection provisions of the contract between FDB and the customer, which are aligned with UK GDPR and applicable information governance requirements. At contract conclusion, data is retained for three months before secure deletion from all servers. Organisations are made inactive on notification of contract conclusion, and all associated users are made inactive.

11. Outage and Maintenance Management

CoordinateRx availability SLA commitment is 99.9% monthly uptime. Zoho have redundancies implemented at various levels starting from the infrastructure to the ISP to achieve this. Disaster recovery protocols restore operations rapidly, with customers notified of any platform maintenance 24 hours in advance. All maintenance activities are recorded for transparency.

12. Important Clinical Information

CoordinateRx is developed by experienced, patient-facing pharmacists with extensive clinical expertise. The tool is continually updated with new features based on frontline experience. Healthcare professionals using CoordinateRx must acknowledge the following:

• The tool supplements is not a decision support tool; it is designed to empower NHS ICB/Health Boards to strategically manage all aspects of medicines optimisation (such as insights, project oversight, and financial control), whilst GPs can enroll onto medicines schemes/ projects and input their activity for tracking and payment purposes.
• Evidence-based guidelines are used, but external sources are not independently validated.
• Users retain full professional responsibility for decisions made using the tool.

No patient data is stored or processed within the CoordinateRx platform.

13. Ordering and Invoicing Process

Invoices for the License Fees and any other applicable charges shall be issued in accordance with the Call-Off Contract. All invoices shall be payable within thirty (30) days of receipt of a valid invoice. All payments shall be made in pounds sterling.

14. Termination Terms

Termination terms are set out in the Call-Off Contract. Upon termination or expiry, each party shall, within fourteen (14) days, return or securely destroy all Confidential Information belonging to the other party. Where destruction is requested, written confirmation shall be provided within seven (7) days of completion.

15. Customer Responsibilities

The Customer shall:

a) comply with all applicable laws and regulations, including but not limited to all applicable Data Protection Legislation and Cybersecurity Requirements, and all reasonable specifications and instructions provided by First Databank UK Limited from time to time relating to the use of the Licensed Solutions;

b) ensure that any End User uses the Licensed Solutions in accordance with the terms and conditions of the Agreement, and shall be responsible for any breach of the Agreement by an End User;

c) ensure that the number of persons using the Licensed Solutions does not exceed the maximum number agreed between the parties, and promptly notify FDB upon becoming aware of any unauthorised use of the Licensed Solutions;

d) accept responsibility for the administration of the Licensed Solutions, including the management of End User access, and acknowledge that the Licensed Solutions have not been developed to meet the individual requirements of the Customer;

e) provide FDB with all necessary cooperation during the Term of the Agreement, including access to relevant personnel and systems where reasonably required for the performance of the Services;

f) ensure that the following disclaimer is communicated to End Users:

Disclaimer

IMPORTANT NOTICE:

First Databank UK Ltd is proud of the extensive editorial and quality control procedures which it has developed over many years. However, since every patient's history is different, and even the most exhaustive sources of information cannot cover every possible eventuality, you should be aware that all information is provided from the Licensed Solutions on the basis that the healthcare professionals responsible for patient care will retain **FULL** and **SOLE** responsibility for deciding what treatment to prescribe or dispense for all patients and, in particular whether the use of any drug or other Licensed Solutions is safe, appropriate or effective for any particular patient or in any particular circumstances.

This is because (and all healthcare professionals should bear in mind):

1. The Licensed Solutions are intended to supplement, not substitute for, the expertise and judgment of physicians, pharmacists or other healthcare professionals.
2. The Licensed Solutions and those who are responsible for their construction, operation and maintenance do not know the particular circumstances, condition or medical history of particular patients or groups of patients and so cannot advise as to particular cases.
3. While the Licensed Solutions use reputable sources of information, such as published data of pharmaceutical manufacturers, it does not validate or verify the information received from third parties.
4. The information stored on the Licensed Solutions is not exhaustive. It therefore cannot be relied upon as complete.
5. Although the information stored on the Licensed Solutions is updated on a regular basis, healthcare professionals should ensure that they are satisfied that the information they have is current.

16. Trial Service

On request.