

Database of Medicines Management

The National Prescribing Centre describes medicines management as 'a system of processes and behaviours that determines how medicines are used by the NHS and patients'. *Database of Medicines Management* provides contact details for those people that are involved in defining and following those processes and behaviours to enable people to make the best possible use of medicines. As an important priority for the NHS, medicines management is practised by managers as well as clinical professionals throughout healthcare and references in key policy documents and national initiatives including the GMS contract, the Community Pharmacy Contractual Framework and many of the National Service Frameworks.

All information in the database is comprehensively updated 100% every edition and can be supplied as a structured data file, enabling precise targeting of all campaigns by:

- Job responsibility
- Status
- NHS Region
- Commissioning Area

Database contents

There are 37,017 named individuals on the database.

Responsibility	Count	Responsibility	Count
Area Manager	12	LPC Secretary	33
Area Prescribing Committee	9	Medicines Management	2,066
Branch Purchaser	2,328	Medicines Management Committee Member	252
Chain Purchaser	209	Medicines Optimisation	614
Chair - Area Prescribing Committee	40	Member of Executive Management Team	9
Chair - Local Professional Network	18	Multiple Main Purchaser	56
Chairperson	91	Multiple Part Purchaser	6
Chief Executive	99	Non Executive Director	36
Chief Purchaser	31	Other Pharmacist	5,475
Committee Chairperson	63	Pharmaceutical Advisor	14
Director of Finance	11	Pharmacy Manager	9,586
Dispenser	13,445	Prescribing Advisor	1,215
Drug & Therapeutic Committee	2	Regional Advisor in Intensive Care Medicine	22
Drug Information	2	RMOC – Co-ordinator	3
Executive Member	13	RMOC – Member	86
Locum Pharmacist	2,384	Senior Pharmacist	10,733
LPC Committee Member	736	Smoking Cessation Advisor	5,785
LPC Manager	51	Superintendent Pharmacist	43

Due to our continuing research programme the figures may change. For the most up-to-date counts or more information call **01268 495600** and speak to our expert Account Managers or email info@wilmingtonhealthcare.com

Looking to communicate via email?

We offer a range of email solutions for this database, from a two-wave send to a sequence of automated emails triggered by recipients' interaction. We can also combine your email campaign with range of addition channels, such as postal mailings or follow-up telesales, to help optimise your response rates and ROI.

As part of our service you will receive expert consultancy free of charge. With our experience and knowledge of healthcare and data marketing services we can help you find the best data for your campaign and guide you in successfully segmenting your target lists to ensure you get your message delivered to the right audience, via the right channel, at the right time.

To find our more visit www.wilmingtonhealthcare.com



NOTES: It is common for contacts to have more than one responsibility. It follows therefore that there will be fewer named individuals on the database than there are areas of responsibility indicated above. Numbers of contacts will vary during the research cycle due to organisational changes. Counts were correct at time of publishing; October 2018.