## Profiling

## 4.10 Patient Profiling

This section provides insights into patient trends over the last 12 months, including NHS and private patient counts, item dispensing patterns, and year-over-year comparisons.

### Patient Trends

- Patient trends over the last 12 months

- Labelled patient trends

- NHS Patient Count

- Private Patient Count

- Total Patient Count

- Year-over-Year Total Patient Count

- Total Items per Patient

### New Patient Trends

- New NHS Patient Trends

- Unique Patient Count

- Items per New Patient

- Average Value per Patient

- Percentage of New Patients with Contact Number

- Percentage of New Patients Nominated

### Analysis by Age Group

- Analysis of all patients by age group

### Patient Visit Analysis

- Comparison of Unique Patients vs Monthly Patient Counts

### BNF Profile

- Analysis by BNF Category

### Condition-Based Analysis

- Annual probability and margin per patient supplied with drugs from the BNF parameter

- Includes analysis of other medicines prescribed

### Patients on New Conditions

- Analysis by BNF Category

- Items dispensed and unique patient count

## 4.20 Top Patients

This section identifies high-value patients based on margin and item analysis.

* Key Metrics:

• Top Margin Patients

• Medicine Analysis

• Top Item Patients

## 4.35 Patient Compliance

This section tracks patient compliance through dispensing patterns.

Key Insights:

• Compliance Report

• Patients Dispensing Pattern

## 4.65 Branch Consolidation

This section helps manage the success of branch mergers and tracks patient nomination changes.

* Key Features:
* • Tracks returned scripts to identify patients who may have changed nominations