
Using Vision Patient Care Messaging (PCM) to 'Dispel the Myths' surrounding the use of TEXT Messaging in GP surgeries.

Myth 1) Text messaging is not a cost effective way of contacting patients.

Reality: When compared to contacting patients via letter, text messaging is significantly cheaper; costing **6p per text** compared to approximately **£1 per letter** (postage, labour and stationary).

Myth 2) Text messaging puts patient confidentiality and data security at risk.

Reality: PCM is hosted within NHSnet and stringently adheres to Caldicott Guardian guidelines and complies fully with the Data Protection Act 1998; therefore all patient data is completely secure.

Myth 3) Text messaging is only helpful for surgeries with a DNA problem.

Reality: PCM has proven to be a highly effective tool for targeted health promotion campaigns in areas such as: *Smoking Cessation, Hypertension, CVD/Obesity, Flu Jab, Childhood Imm., Breast Screening, GP DNA Rate Reduction, Swine Flu, and Chlamydia*. By sending targeted messages to specific 'at risk' groups, PCM enables surgeries to consistently and efficiently achieve their QOF and DES targets.

Myth 4) Surgeries that already achieve maximum QOF points don't benefit from text messaging.

Reality: Though some surgeries already achieve maximum QOF points by writing to their patients and calling them directly, this approach is often costly and time consuming. Using PCM to text patients is by comparison highly cost effective and dramatically reduces administrative time, enabling surgeries to achieve maximum QOF points with minimum effort and at a lower cost.

Myth 5) Text messaging systems take too long to set up.

Reality: In the vast majority of cases Patient Care messaging (PCM) can be setup remotely, requiring no more than **10 minutes** of assistance from a member of the surgery's administrative team. In circumstances where remote installation is not possible, an iPLATO engineer will visit you to set up PCM; onsite setup takes a maximum of 20 minutes and has no impact to other system operations.

Myth 6) Text messaging patients is time consuming and requires a lot of training.

Reality:

- PCM integrates with a surgery's patient administration system. This enables personalised appointment reminders to be automatically sent out when an appointment is booked, without creating any additional work for members of staff.
- Using PCM for targeted health campaigns takes no more than **10 minutes**. The group messaging feature can be used to send a targeted message to hundreds of specific 'at risk' patients, producing a clear audit trail (useful for QOF) – patients respond within a few minutes of being sent a text.
- PCM is simple to use, with a comprehensive user guide to get you started.

Myth 7) The majority of patients don't own a mobile phone.

Reality: It is acknowledged that certain patient groups are more likely to own a mobile phone than others, however, industry research estimates that **82%** of the adult population in the UK now own at least one mobile phone; making the mobile channel an ideal way to reach your patients.

For more information please contact your INPS Account Manager