

## Vision Patient Care Messaging

Vision Patient Care Messaging (PCM) offers surgeries the ability to contact patients in a cost effective and immediate way, by sending patients an SMS (text message) to their mobile phones.

PCM allows Practice staff to contact large groups of patients when running QOF campaigns. Patients can also respond by text, with replies automatically forwarded to a pre-defined practice email address.

Compared to traditional communication, text messaging is highly personalised and allows practices to target and contact hundreds of patients within minutes.



- PCM allows for the creation and sending of manual text messages to individual groups of patients for QOF health promotion campaigns.
- Automated appointment reminders can be sent to patients by text message at a pre-defined time before the surgery visit, helping to reduce the number of missed appointments.
- Reply texts from patients are converted to an email and sent to a pre-defined (surgery) email address.
- The Read Code functionality enables the Patient Medical Record to be updated with a relevant Read Code, indicating a text has been sent. In addition, a 'campaign specific' Read Code can be attached to an outgoing message and the Patient Record updated accordingly.
- Vision Patient Care Messaging is a secure solution and hosted within the NHS net.



- Automatic appointment reminders reduce the number of missed appointments.
- A relationship is built between the surgery and the patients using text messaging as a trusted form of communication.
- Creating and running QOF Health promotion campaigns takes minutes.
- Direct cost saving and reduced workload:
  - Time savings for Admin Staff (no need to stuff hundreds of envelopes contacting patients for clinics)
  - Major reduction in postage and stationary costs





## Who Can You Reach?

- 82% of the adult population use a mobile phone.
- Surgeries may start off with 20%-30% of patient numbers, however, this penetration grows rapidly once surgeries start to use patient care messaging and offer this service.
- Vision Patient Care Messaging has been successfully used to engage with hard to reach patients, including the young and socially excluded patients. The multi-lingual functionality allows patients from minority groups to be contacted in languages other than English.



## The Results

- Sustained reduction in missed appointments as the volume of mobile numbers increases.
- Response rates from text message campaigns are up to six times more effective than traditional methods.
- High patient satisfaction, patients view the service as a means of enhancing patient care and respond positively to health promotion campaigns.



## Messaging Applications

- DNA Reduction
- Smoking Cessation
- Flu Jab
- Health Check Invitation
- Immunisation (including Childhood Imms.)
- Pandemic (Swine Flu)
- Periodic Review Reminders
- Reminders for Screening (Breast Screening etc.)
- Healthcare data updates (height & weight for BMI)
- Individual 'customised' messaging



## About iPLATO

iPLATO Healthcare is a London based innovation company dedicated to mobile health since 2006. iPLATO's evidence based mobile health solutions have proven to improve patient access to healthcare, to enable powerful health promotion targeted at people at risk and to support people with long term conditions. iPLATO Healthcare's mission is to, in partnership with healthcare professionals and provider organisations, support patients in achieving longer, healthier lives.

**For more information please contact your INPS Account Manager**