

Dramatically reduce DNAs with MJog's automated reminders



- All text messages sent via MJog are FREE
- FREE resources include videos, posters, fliers, QOF success guides and more
- Installation, training and set up are also completely FREE



Contact us now to find out more or to start your three-month FREE trial!

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MJog enables practices to reduce DNAs significantly by sending fully automated SMS appointment reminders

MJog is a powerful patient communication system, sending fully automated appointment reminders via text message.

Our messaging services are available throughout the healthcare sector, with features and packages specific to individual needs. Offering FREE two-way text messaging via NHSmail, MJog is a major player within the healthcare market due to its impressive results and affordability.

Working closely with clinical system providers such as EMIS, Microtest and others, we are continually developing our systems to offer more benefits. One such addition is tailored voice messaging to landlines, allowing practices to reach even those patients who haven't registered a mobile number; and another is the readcoding facility, which records messaging activity and patient responses directly into patient records automatically. With each new advance, our developers strive to make MJog an ever more powerful tool to revolutionise the way you run your practice.

MJog customer Brigstock Medical Practice, part of Croydon Primary Care Trust (PCT), have been nominated for awards in Innovation in General Practice for the phenomenal 33% reduction in their did not attend (DNA) rates after just a few months

of introducing MJog automated reminders. This represented the equivalent of releasing 14 additional weeks of consultation time! Practice Administrator Lesley Collins finds MJog "so logical and easy to understand that it virtually runs itself". They now take advantage of the unlimited free text messages to organise health campaigns and schedule clinics such as the dreaded flu, reducing practice running costs even further.

Introducing MJog is simple: there is no change to the way in which you book appointments, it is fully integrated with your patient administration system and is so quick and easy to install that your DNAs will start dropping before you've even memorised your password! ■

- Proven to reduce DNAs by as much as 50%!
- MJog messages have been sent to over 8.5% of the UK population to date!
- Well in excess of a million messages are sent each month!
- Used by GP practices in 95% of PCTs in England!

"Positive experience" at Beaconsfield Surgery

The introduction of MJog at Beaconsfield Surgery in Widnes has had a huge impact on their DNA rates, and it's all happened so fast!

The monthly DNA figures had reached 143 in July 2011 when MJog was installed, and during the three-month free trial they dropped steadily. For Practice Manager Diane Hanshaw, the decision to continue after the trial was simple, and they now boast a 44% lower DNA rate of 80 per month!

"Our experience has been such a positive one and in a short period of time," says Diane, who is now looking ahead to 2012 confidently and with a comprehensive schedule of MJog messaging activities she hopes to apply the same success across her QOF targets.