

**The Medway NHS Foundation Trust is a group of nine hospitals operating throughout Kent, covering a wide range of specialist services. It also serves 21 clinics/surgeries. The Trust offers surgical and medical specialities, including vascular, haematology, respiratory, diabetes and heart services. They also have a children's service with an expanding surgical unit. Their clinical services are supported by an intensive care unit, acute pain team and infection control team.**

The Trust serves a patient base of over 400,000 patients.\* Within this base, the Trust admits around 75,000 in patients per year including their day case attendances. Outpatient attendance is around 309,000 per year with around 90,000 attendances to A&E. The maternity units see around 5,730 births per year.

Prior to taking up MJog, the call centre team, who oversee all patient appointments, employed a team of three reception staff working in the evenings purely confirming patient appointments by phone. Each member of staff worked for three hours each evening, phoning patients, confirming or changing appointments, thus equating to nine hours of work each evening focusing on appointment attendance.

In order to make patient communication more efficient and cost effective, the Trust looked to the MJog SMS system to help.

The Medway Call Centre Manager states, "The DNA rate was relatively high. We arrange over 5,000 appointments per week and prior to working with MJog we had a DNA rate of 10%. Since introducing MJog our rates have dropped considerably and we noted a further drop when we introduced the appointment confirmation service. **Our latest statistics show we are now operating on a DNA rate of 8.5% giving a 15% drop since inception of the service from a current mobile registration rate of 50%.**"

*\*taken from Quality Care Commission Group report 2014*

## Implementation

She goes on to say, "The integration of the MJog system was simple. It integrated quickly and no issues were reported by the team. We did have to make some minor changes to the way we work, but these were simple and quickly learned. The changes purely related to the way in which data was logged within the system. MJog is hosted internally and we have not had any issues around maintaining the levels of security required to do this."

The Call Centre Manager oversees a team of 11 call centre staff who use the MJog system. They take the calls from all the clinics and surgeries involved in the Medway NHS Foundation trust. They therefore support a wide range of services from day patients, specific services and clinics. The call centre staff report that they can now efficiently manage their time and do so by reviewing text responses at set times throughout the day. They do this at 8am, noon and 4pm so further communications are timely for the patient and the various clinics. They estimate they deal with an average of 35-40 messages each day, with a higher level noted on Monday. Further communications are dealt with including messages to and from each clinic, and to and from 'short notice' patients when filling cancelled appointments.

The team have reported that call levels in the centre have increased since implementing the system, mainly from patients who prefer to respond to text messages by phone, therefore time has not necessarily been freed up. However, the evening work undertaken by the three members of staff has been stopped and reallocated to the day time. Therefore time and team management is more efficient and easier to manage.



# Customer Case Story: Medway NHS Foundation Trust

Background	Objective	Results
34,299 or 10% DNAs annually	To reduce DNAs rapidly and cost-effectively	Reduction from 10% to 8.5% to date (June 14)
Review administrative staff working hours	To reallocate staff time from evening to day times to produce a more efficient working system	9 working hours reallocated from each weekday evening to daytime.
Review administrative processes and staff input when reallocating cancelled appointments and reminding patients of upcoming appointments	To relieve pressure on administrative staff with an automatic text-based appointment reminder	Pre-planning of messages with confirmation of appointments and reminder of follow up appointments. Planned sessions now in place to enable efficient message reviews.
Efficient use of nursing and healthcare professionals time	To run clinics at 100% attendance	MJog system has improved the rate of attendance and allowed administrative staff to reallocate cancelled appointments immediately.

The Medway Outpatients Department Manager added: "Since introducing MJog we have seen a wide ranging and important impact on our services through the reduction of 10% in DNA's as our Call Centre Manager has stated, plus other benefits such as the re-allocation of staff members which has resulted in a much more efficient working system. The ability to run clinics at 100% attendance is an absolute saving with far reaching monetary benefits."

## Focus for patients

Medway NHS Foundation Trust supports a wide variety of patients, from the patients themselves, to parents of child patients and carers of elderly patients. The use of MJog has made connecting with patients more effective and efficient. Patients are invited to take part in the system and the majority do so at first request. The Call Centre Manager added, "New or non-user patients are informed of the system on

arrival at reception and 'sign up' to be contacted via the MJog system. The majority of patients are happy with this and it allows their journey through their treatment process to be slicker. It is proving easier to manage for all stakeholders."

She continues, **"We send out confirmation messages to patients seven days before their appointment and a reminder three days before. We also contact 'short notice' patients as appointments arise. Follow-up appointments are sent out as soon as they are assigned. Obviously our aim is to run clinics on a 100% attendance rate, thus reducing wasted consultant and nursing time and cutting waiting lists. The DNA rate since introducing MJog has fallen by 15% by using SMS alone."**

