

# Customer Case Story: Burnham Health Centre

| Background   | Objective  | Results   |
|--|--|---|
| 5,000 – 6,000 DNAs annually                                | <i>Reduce DNAs rapidly and cost-effectively</i>  | <i>Almost immediate DNA reduction of 50%</i>  |
| 36 days of GP time lost each year                          | <i>Maximise GP time by back-filling last-minute appointment cancellations</i>  | <i>Lost GP time reduced from 36 days to 16 annually</i>   |
| Increase income through achievement of QOF and DES targets | <i>Ensure QOF and DES target criteria are met by contacting patients who hadn't attended the centre for testing to remind them to come in and be checked out</i>                               | <i>Increased QOF income e.g. tracking of patients' alcohol and tobacco consumption</i><br><br><i>Increased uptake of Diabetes clinics, blood tests, pre-bookable flu vaccinations</i>   |
| Forgotten repeat prescription requests                     | <i>Ensure patients are aware of prescription service</i>   | <i>Reminders delivered to patients to request repeat prescriptions before existing stock runs out</i>   |
| Low uptake on screening & vaccination                      | <i>Effectively and cost-efficiently contact all patients and notify them of nationwide initiatives</i>   | <i>200% - 300% increase in free Chlamydia screening uptake</i>  |
| Suppliers/Solution   | <i>MJog's Patient Messaging Services</i>   | <i>Cost effective and easy to use</i>   |
| Messaging options  | <i>SMS, Voice and Email</i>  | <i>Most patients are now reached using MJog SMS, Voice, Email</i>   |
| Cost savings/Benefits                                      | <i>Substantial cost and time savings</i><br><i>Increased QOF income</i><br><br><i>DNAs reduced by 50%</i><br><br><i>Improved patient experience</i><br><br><i>Reduce pressure on reception</i> | <i>Substantial savings in administrative time and money</i><br><br><i>Resulting in 2 -3 days GP time saved each month</i><br><i>Improved communication with 15 – 25 age range group via SMS and Email</i><br><br><i>Staff time freed up</i> |
| Installation   | <i>Simple and effective process with minimal disruption</i>  | <i>Rapid, pain-free integration with existing clinical system, easily migrated to new system.</i>   |

| Year |                              | DNAs (annual) | Lost GP Time (annual) | Lost GP Time (percentage) |
|------|------------------------------|---------------|-----------------------|---------------------------|
| 2011 | Pre-MJog                     | 6,000         | 32 days               | 10%                       |
| 2012 | MJog implemented Spring 2012 | 3,000         | 16 days               | 5%                        |
| 2013 | Current to September 2013    | 2,500         | 13 days               | 4.17%                     |

*"MJog has more than matched our expectations. It has saved us time and money, reduced DNAs and the pressure on reception, increased patient awareness and take-up of our services, and is now starting to provide us with valuable information on patient behaviour and use of tobacco and alcohol."*

Mike Swallow  
IT Manager  
Burnham Health Centre

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## Improved QOF and DES target income, reduced DNAs, increased uptake on free services, and enhanced patient communications

Burnham Health Centre is a training practice of 8 partners, 3 salaried GP's and 3 GP Registrars serving a population of about 17,900 patients.

The health centre was aware that a high proportion of patients were failing to attend appointments. Levels of Did Not Attend (DNAs) had reached some 6,000 missed appointments annually – a figure that, according to IT Manager, Mike Swallow, translated to around 36 lost GP days a year or just under 10% of GP time. A high proportion of patients were neglecting to request repeat prescriptions before their existing supplies ran out.

A further and highly important objective was for the health centre to achieve its QOF and DES targets by contacting patients overdue for health checks and tests and encouraging them to book appointments.

### Expensive and time-consuming

The health centre also wanted an effective and efficient way of notifying patients about additional services (such as free Chlamydia screening, flu jabs, etc.). "We relied upon posters in the centre to advertise these services and depended heavily on letters and the phone to remind patients of appointments and the need for repeat prescriptions," explained Mike Swallow. "This was very expensive and time-consuming. Patients still failed to turn up for appointments and the uptake on Chlamydia screening and flu vaccinations were disappointingly low."

Recognising that it had to take proactive action to reduce DNAs and increase the take-up for nationwide initiatives such as free screening and vaccinations, Burnham Health Centre evaluated a number of text and voice messaging solutions before deciding to implement MJog's Patient Messaging Services.

"MJog's Patient Messaging Services is a comprehensive solution designed for GP Practices and health centres," explained MJog's Managing Director, Kevin Nutt. "Used across the NHS, MJog delivers a wide range of patient healthcare communications through SMS, Voice and Email working with all leading clinical systems and is proven to reduce DNAs by over 50%."

### The solution of choice

The ability for MJog to integrate seamlessly with its existing clinical system was a major factor in Burnham Health Centre's decision to partner with MJog. "At that time, we were planning to migrate to a new clinical system, so our patient messaging system had to support both," added Mike Swallow.

*“ Within a matter of days, MJog had reduced our DNAs by over 50%. When we started to use it to promote free Chlamydia screening, we saw an immediate 200 to 300% increase in patients availing themselves of this free service. MJog has saved us time and money, reduced DNAs and the pressure on reception, increased patient awareness and take-up of our services, and is now starting to provide us with valuable information on patient behaviour and use of tobacco and alcohol. ”*

Mike Swallow  
IT Manager  
Burnham Health Centre

“This, the cost savings and the numerous facilities that MJog delivered - including a health campaign manager - convinced us that MJog was our solution of choice.”

Installed some 14 months ago, MJog immediately delivered some impressive benefits. “Installation was a quick and easy process and within a matter of days, MJog’s Voice and SMS services had reduced our DNAs by over 50%,” said Mike Swallow. “And when we started to use it to promote free Chlamydia screening, we saw an immediate 200 to 300% increase in take up. The latest Chlamydia screening campaign, which relied solely upon MJog, resulted in over 750 individual screens.”

## QOF and DES targets

MJog’s Patient Messaging Services has already helped the health centre achieve its QOF and DES targets. “When we came to do the QOF Analysis prior to the submissions, we found that we were short on certain criteria, like diabetic foot checks or microalbuminuria testing,” explained Mike Swallow. “We extracted a list of patients who hadn’t attended the centre for testing and used MJog to send a message to those with a mobile number or email address to remind them to come in and be checked out.”

This win-win situation meant that the health centre was able to identify and treat patients with problems far earlier than would have been the case, and also meet the QOF targets.

## The mobile and email generation

So impressed has Burnham Health Centre been with MJog that it is now trialling MJog Email. “A sizeable proportion of our patients fall into the 15 to 25 age range and almost all of them have mobile phones and email accounts,” explained Mike Swallow. “By communicating with this group via these channels we expect to further reduce DNAs, improve renewed prescription requests and keep them fully informed about our other services and initiatives.”

Burnham Health Centre now believes that it is able to reach some 70% of its patients using the SMS, Voice and Email messaging services provided by MJog.

As MJog automatically sends appointment reminders to patients 24 hours in advance (the health practice can specify both the volume of reminders and the number of days in advance that these are sent), the health centre has seen a substantial increase in the number of appointments being kept with nurses (e.g. blood tests) and GPs. The solution’s messaging services also allows the same message (such as reminders to pre-book flu vaccinations) to be sent automatically to groups and the health centre is now starting to use MJog to pull information from patients as well as delivering healthcare messages to them.

“One of our objectives is to help patients reduce their consumption of alcohol and tobacco, and MJog provides us with an elegant and easy-to-design solution,” continued Mike Swallow. “We can use MJog to ask patients about their consumption of alcohol and tobacco and by how much they have reduced their intake through a simple series of questions and answers. The information is automatically written back into the patient record and can be combined to give us valuable data on trends and the success of campaigns.”

Burnham Health Centre’s future plans for MJog include the increased use of its capabilities – especially the health campaign manager and the survey service.

“MJog has more than matched our expectations. It has saved us time and money, reduced DNAs and the pressure on reception, increased patient awareness and take-up of our services, and is now starting to provide us with valuable information on patient behaviour and use of tobacco and alcohol,” concluded Mike Swallow. “Our relationship with MJog Limited has been exemplary and I would recommend MJog to other health centres and practices looking for a cost-effective and easy-to-use solution to reduce DNAs and increase patient services.”

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