

# Customer Case Study: Clapham Park Group Practice

**Clapham Park Group Practice services over 15,000 patients. It is an established practice, being over 30 years old, and is based in London. The Practice serves patients of mixed age, race, ethnicity and income.**

## Implementation

The MJog system was in place when IT Lead, Grant Burford arrived at Clapham Park Group Practice. He was the first technical employee for the Practice so the system was therefore not being used to its best effect.

Grant has extensively increased the use of the MJog system and now it is used to capacity to notify patients of appointments, health campaigns and specific clinics, such as diabetes, asthma and cervical screening, whilst also allowing them to cancel appointments. Since implementing MJog, the Practice has grown its patient list by 16% without the need to expand their secretarial or administration team.

He also uses MJog to produce custom data to use alongside very specific clinics, such as those aimed at chronic disease, helping meet objectives relating to QOF. The use of custom data for SMS messages also provides an easy win for the clinic when requesting up-to-date details for those patients they do not see often or had not been able to contact.

Prior to Grant's arrival the Practice was using traditional methods of communication and relying on the postal services. Since using MJog SMS system, Grant has noted a huge impact on DNA's which has allowed for the effective use of staff within clinics (a reduction in 20%). He has also seen a drop in communication costs as posted letters are no longer used as confirmations and reminders for appointments.

Grant notes: "The DNA rate drop we have seen is significant. However, the benefits offered by MJog are much wider – the savings made to resources and external costs are immense."

The advantages and effectiveness of MJog were demonstrated in a recent 'no smoking day' campaign. 1,500 SMS messages were sent to patients stating they were current smokers reminding them of the Practice's quitting services and signposting them to online resources.

Historically, smoking cessation was discussed with patients face-to-face, which, as Grant notes, has its obvious limitations. It would also not be viable to run this type of campaign using traditional methods and staff time, with a minimum example print cost alone of 50p per letter.

For specific campaigns, such as the winter 'flu campaign, the Practice ran weekend clinics to ensure every patient had the opportunity to attend. Initially, using traditional communication methods, the uptake was minimal.

Since implementing MJog, the uptake increased hugely and the weekend system has proved to be popular and beneficial to both patient and Practice. Certainly increasing access to the wider patient audience, quickly and efficiently, proved to be helpful.

## Patient Focus

For specific clinics, the Practice has noticed an increase in patient awareness and uptake in use.

In particular the practice is able to better meet its objectives relating to QOF.

The Patient Participation Group at the Practice has been involved since the inception of the system and they have passed the benefits to the wider patient groups and encouraged the patient base to use the system.

Patients have verbally passed on the fact that they like the ability to cancel their appointments easily and appreciate that they are given the choice to do so.



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Background	Objective	Results
34,299 or 10% DNAs annually	To reduce DNAs rapidly and cost-effectively.	A 20% reduction in DNA's using the MJog SMS system.
Staff impact - time	To reduce the number of calls staff have to deal with.	Staff noticed a rapid and consistently maintained reduction in incoming calls thus freeing up their time.
Cost saving	To reduce cost against traditional communication methods  To initiate cost savings via the use of the MJog system.	The Practice suggests savings against traditional communication methods are around 75%. Using Auto Cancel feature alone, the estimated annual savings are in the region of £57,000.
Impact on patient lists	To grow patient list	The Practice has grown its patient list by 16% without increasing administration input.
Health Campaigns	To increase the attendance at specialised health clinics.  Increasing patient access	The increase noted fulfils the objectives set by the clinic, which includes a reduction in patient communication costs. e.g. 1,500 SMS messages were sent to patients directing them to online smoking cessation resources.
Efficient use of nursing and healthcare professionals time	To run clinics at 100% attendance	MJog system has improved the rate of attendance and allowed the Practice to efficiently use healthcare professional's time.

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