

The Cripps Health Centre has a catchment area within the University of Nottingham Health Services. The University Health Services specialise in looking after the students and staff from The University of Nottingham and Cripps Health Centre is part of this service.

They have a patient base of 35,000 which includes a large number of students attending the University. Due to this, the patient numbers flux and change at key times when students leave the University largely in Summer and enrol at the beginning of the Autumn term. The Centre employs 14 permanent doctors and 1 locum. They have a number of specialist clinics including sexually transmitted infection screening, ultrasound, in-house minor surgery and travel and immunization.

Implementation

The MJog system was installed in February 2014 and has been integrated easily and simply with the centre's clinical system with a couple of minor issues sorted out in a timely manner by the MJog Support Centre using the online reporting system.

Anthony O'Brien, the IT Manager at the Centre said: "The practice noticed an immediate reduction in DNA's; over 150 appointments were re-allocated in the first week alone." He added: **"We can now re-allocate 100% of cancelled appointments,** whereas prior to the MJog system being installed we had a DNA rate of 60-70%." He noted: "In November 2014, we sent out 6,000 appointment text of which 400 were returned as cancellations (a saving of approx. £17,000). In December, a traditionally quieter month, 6% of appointments were cancelled, so we can instantly see the savings both in staff time and in costs."

Anthony has also noticed an increase in patient uptake when running various Health Campaigns throughout the year. With its main patient base being aged between 18 and 21 years, the health campaigns often focus on the needs of this group, alongside general patient campaigns concentrating on smoking cessation or winter flu campaigns. **Good rates of response and uptake have consistently been noted across all campaigns, for instance a recent smoking cessation campaign gained a 10% response rate.** Initially by using the SMS text system, he also noted a reduction of 49% in the number of patients the Centre needed to contact

manually for this campaign, with follow on messages reducing the number further. This reduction provides a cost savings of £3,330 per annum when used instead of traditional methods.

For more general messages, such as the sending of SMS messages aimed at communicating patient results, Anthony has also noticed a good uptake of follow-up appointments and a reduction in calls or communications to the Clinic about results which require no further input. **Prior to MJog being installed staff would have needed to call each patient with test results to notify them of the outcomes. Now, with result messages being sent via MJog, staff time has been reallocated allowing them to catch up on other tasks and bring those up-to-date.**

Anthony commented, "I was particularly impressed with the immediate reduction in DNA's we noted in the first week of installing MJog. **To be able to reallocate 150 appointments within the first week was astonishing and really brought home to us all how valuable the MJog system is** when trying to cut DNA rates. I was also pleased at how quickly new staff have picked up the system." He added, "we have also noticed an increase in patient uptake to our more specific clinics, such as the 'flu clinic campaign' which runs in the autumn and winter months. These clinics are advertised to patients using MJog Premium and we are seeing an increase in responses and therefore numbers at each clinic."

The Centre has installed the MJog Friends and Family Test (FFT) solution and have had good responses using this. Patients using Health Campaign Manager in MJog Premium are most likely to text back their FFT results rather than fill in forms, which would fit in with the patient age group and use of technology. These results have been used for discussion with clinical and administration colleagues each month and forms part of the annual appraisal reviews for both and for overall clinic reviews. Anthony confirmed that the results have already led to improved or new processes being implemented.



Customer Case Study: The Cripps Health Centre

Background	Objective	Results
DNAs	To reduce DNAs rapidly and cost-effectively Prior to system being installed 60-70% of cancellations would have been DNAs.	Results achieved are based on an annual DNA average and cost for the Centre. Lost hours reclaimed per annum: 282 Days reclaimed per annum: 11.75 Average annual cost saving: £72,000
Ineffective use of administrative time	Free up and more constructive use of admin time. To reduce costs particularly using more traditional communication costs, such as postage or phone calls.	Achieved by using Auto Cancel service in addition to sending results and recalls by SMS. Using MJog's Auto Cancel service produced annual cost savings equating to £160,000* Patient engagement campaigns e.g. FFT has enabled Cripps to gain effective feedback with minimal administration time.
Health Campaigns	Increase patient access - to raise awareness of specialised healthcare needs or clinics, e.g. smoking cessation campaign.	A recent smoking cessation campaign gained a 10% pick up rate.
Efficient use of nursing and healthcare professionals time	To run clinics at 100% attendance. Increase patient engagement.	Improvements in attendance rates and the communication between clinic and patient via: - informational texts – recalls or outbreaks - campaign texts - FFT responses - 100% of timely appointment cancellations are re-allocated.
Health Campaigns	To increase the attendance at specialised health clinics	The increase noted fulfils the objectives set by the clinic, which includes a reduction in patient communication costs. For instance, 1500 text were sent to patients informing them of smoking cessation resources available online.
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 centre to efficiently use healthcare professional's time.

Cost saving based on figures from December 2014.

(585 patients used Auto Cancel feature to send message, equating to nearly 8% of SMS appointment messages sent out in the same month. Taking current 'cost of appointment' figures, this equates to £25,000 saved in unused appointments which were able to re-allocated. Again, taking re-allocation averages, 39 sessions were recoverable, giving a saving of just over £13,000 for the month, which equates to £160,000 per annum.)

