

Moatfield Practice is an established practice based in East Grinstead, Sussex and has a patient base of 13,500. The patient base reflects the relatively rural location of the clinic which has a predominately ageing population.

The clinic supports eighteen clinical staff and twenty two administration staff. It runs several specialist clinics including diabetes, asthma, COPD and smoking cessation.

## Implementation

The MJog system was first introduced in 2010 using the SMS messaging system for appointment reminder notifications and clinic cancellation messages. Over the last six months the practice has started to use MJog Email to improve patient contact and help reduce postal costs.

Dave O'Connor, IT manager at the practice, said: **"We are very pleased with the way that the MJog system has integrated with our current clinical systems and administration processes."** He continued: **"MJog Email paid for itself on the first day we used it. It not only frees up administrative staff time but has removed the need for traditional print and postage costs. We were sending out over 3,000 letters a month, so this cost and time saving was seen very quickly."**

He goes on to describe how the email system means they can now send out longer communications to patients, including their bi-annual healthcare campaigns. The follow-on attendance for healthcare check-ups has increased significantly with, he believes, nurses now carrying out around treble the amount on pre-MJog figures as well as engaging with patients who would traditionally have been hard to contact.

He remarked that his objective initially was to gain either SMS or email sign up from 70% of patients. He reached this with ease, as existing patients readily signed up for either or both systems and new patients were asked to sign up upon registration. The practice website also offers the option of signing up online.

One of the largest benefits the practice has noticed has been with communications to parents regarding child immunisations. Dave reports that 100% of parents registered have signed up for SMS messaging to remind them to bring children into the practice for their immunisation vaccinations or boosters. Given they used to be reminded by traditional mail, the cost and time benefit has proved substantial.

The practice also uses the email system to promote their smoking cessation clinics and collate patient smoking habit information. They achieved a 50% response rate to their initial promotion.

## Patient Focus

Dave states the ability to use the email system to contact patients with detailed information has been the main benefit for the Moatfield practice.

He believes patients have benefited from receiving this targeted information. The ability to signpost patients to further information has proved successful and the clinic uses a number of means to achieve this, including links to information on the website focusing on certain disease awareness campaigns. It is important to the practice to ensure patients can manage their own health in the best way for them and offering information via the email system helps meet this objective.



# Customer Case Study: The Moatfield Practice

Background	Objective	Results
DNAs	To reduce DNAs	<p>2,500 appointment reminders are sent out each month.</p> <p>DNA rate is now at 2%, showing a 66% fall since the installation of MJog</p>
Health Campaigns	To reach a 70% sign up from patients for either email or SMS communication	Reached within the first month of installing the MJog Email system.
Cost Reduction	To reduce traditional communication costs.	<p>Annual cost savings calculated to be £4,285.56, when using the MJog Email system against traditional mail.</p> <p>This saving takes into consideration administration, print and postage costs.</p> <p>Further cost reduction are seen when comparing with the SMS systems of close to £250.00 per campaign.</p>

