

# CCG financial benefits for switching to digital communications\*



**100% reach to patient population**

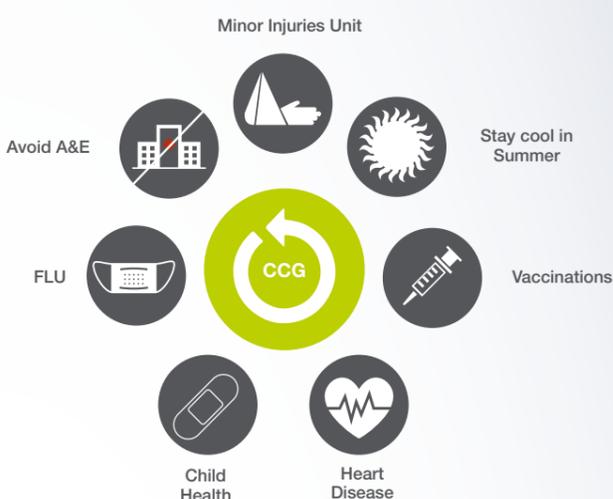
**240,000\*\***



Multi channel digital communications reach all your patients



Long term conditions - seamless message delivery

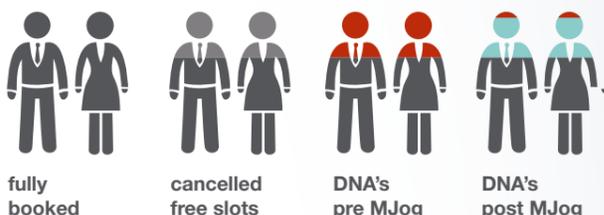


**Appointment Cancellations**

**£330,000 annual saving**

by using digital communications

Reduce DNA's



Hours lost (cost)

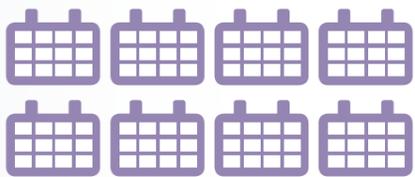
Pre MJog  
**£5,224,980**

Post MJog  
**£2,093,880**

Saving 60% in locum costs



**Appointment Reminders**



**£300,000 annual saving**



Making a GP appointment easier for you and your patients

Quality Payment Premium

20% of £5

With an average response rate of 85% to the GP Patient Survey:

**£204,000 revenue is available**

Appointments are more accessible



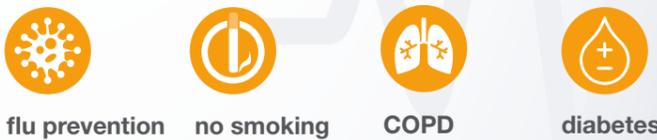
**Health Campaigns**



**£600,000 annual saving**



Typical Health Campaigns



Typical cost of one smoking campaign via post  
**£3,000**

smoking cessation



\* Based on an average of 30 practices within the CCG. Calculations based on savings achieved by CCGs already using MJog Patient Messaging Services.

\*\* Sample patient population for CCG



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