Transforming patient attendance in gynaecology

Making every NHS visit count
The right patient, with the right information at the right time

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Clinic utilisation not what it could be

Stubborn DNA rates

Hospital hard to contact

Patients not always receiving information

19th Century experience

Clinic utilisation not what it could be

Behind on financial plan

Hospital hard to contact
Try it! – Text APPDEMO to 07860 039 092
Or http://nhs.my/demo
Great technology is not enough

Most traditional corporate IT organizations are activity-oriented with funding based on projects with a set time span.

Outcome-oriented organizations are better aligned with business outcomes, but project-based funding saps long-term effectiveness.

By basing funding on products that are centered around long-term business capabilities, you get stable teams aligned with business needs.

Outcome orientation drives business-capability centered organization to think wider than merely scope delivery, which is the place we want to be.
Success factors

1. Phone number coverage
   1. New and Follow-up
2. Switch on rate
3. Retrospective booking
4. Message quality
   1. Location
   2. Contact details
   3. Rebooking
   4. Online content

Success Metrics

1. DNA rate
2. Change in attendance
3. Patient calls/time to answer
4. Patient feedback

Monthly Update
Nottingham University Hospitals NHS Trust - June 2015

This has been the first full month using the system and a lot of work has gone in by everybody to get it up - well done to the teams involved!

Performance

Last month DNA rate: 8.6% ↑ 0.2%

User Engagement

91% Mobile Users
9% Desktop Users

8,515 Patients contacted
1 in 3 Patients visited website

Nearly all your web users view their appointment details on their phone. A third of them revisit the page on the day of the appointment to check details again.

Make sure you have given them good, clear and detailed info on how to get to the clinic and what to expect when they get there. We’ve just updated our content editor to make changing this easier - see here for details.

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The Results

Did not attend rates drop by 30%
Attendance increases by 10%.

Extra income £317k p.a.

814 patients ahead of plan by Jan from 600 behind
“I've just been sent a link to manage an outpatient appointment at Guy's online via drdoctor. I'm in Indonesia. I wouldn't have got the letter or even known about the appointment until after it had happened when I got home in April. This is amazing.” – Harriet Clarke

96% of patients report a better experience
Rolling out at scale requires

1. Evidence
2. Story telling
3. Training and oversight
Video case study - https://vimeo.com/171576485