



BT MESSAGING SOLUTIONS

The cost of missed appointments (Did Not Attend - DNAs) to the NHS is estimated to be around £300 million per annum. The cost to the healthcare provider is just one issue, the waste of valuable resources and increasing waiting lists for medical procedures, exasperates the affects of DNAs.

APPOINTMENT REMINDERS



The BT Messaging Appointment Reminders service, utilises the latest mobile technologies such as SMS and smartphone apps to help healthcare providers reduce the number of DNAs.

After introducing SMS based Appointment Reminders, the University Hospitals Coventry & Warwickshire (UHCS) reduced DNAs from 9.9% to 7.7% representing a saving of over £2m per year (around **a 22% reduction in the cost of DNA**).

Setting up a SMS Appointment Reminders capability is a lot easier than you might imagine, and with SMS messages costing as little as 3.2p, it makes a lot of sense. Read on for more information and start saving money and enhancing patient satisfaction today.



OUR SOLUTIONS

Full range of Global Messaging Solutions
for the Healthcare Sector

SmartMed Mobile Healthcare
Smartphone Apps Development
Multi-channel Bulk Messaging
SMS, Email, Social Media
Friends & Family Surveying
Bespoke Development & Integration
Consultancy Services

Over 100 corporate clients worldwide

HOW IT WORKS

Our developer modules, allow you to easily integrate your appointment systems with our SMS gateway, automatically sending personalised SMS messages to your patients to remind them of an upcoming appointment.

This single reminder has proven to reduce DNAs by as much as 30% in some cases, with typical reductions in DNAs being anywhere between 5 and 20%. However, our service can be extended to allow patients to reply to text messages, perhaps to confirm attendance, request a new appointment or to notify you that they can no longer attend. This allows the healthcare provider to free up valuable resources, re-allocate unwanted clinic appointments and to keep the customer informed.

The messages can be branded so that your brand appears in the "from:" field on the patient's phone, and the content can be personalised with the patient's name, the clinic details and even the date/time of their appointment.

Better healthcare for
everyone requires an
effective and cost
efficient deployment
of the latest
technologies, in a way
that makes it easy to
use & exploit.

WHAT DOES IT COST?

Surprisingly little. The price per message depends on how many you send each month, the more you send the lower the price. Typically an average sized healthcare provider will pay around 3.25p per SMS.

Setup varies and depends on the level of integration you require. If you use our standard developer interfaces there is no up front cost and the service licence starts at around £200 per month.

WHAT'S THE RETURN ON INVESTMENT?

This depends on the specific context in which clients operate, but a typical ROI model would be as follows:

- Number of appointments per annum: 360,000
- Average number of DNAs (10%): 36,000 pa
- Cost per DNA: £120 (source: NHS)
- Cost of all DNAs: £4.32 million pa
- Potential Typical Reduction in DNAs: 22% (can be up to 30%!)
- Cost Savings: £864,000 (i.e. 22% of £4.32m)
- Annual Licence Fees (£200 x 12): approximately £2,400
- Number of SMS Reminders Sent: 360,000
- Cost of SMS: approximately £117,000
- Total Annual Cost of Appointment Reminders: £119,400

TOTAL NET COST SAVING OF £744,600

Represents an annual ROI of over 600%

WHAT'S IN THE BOX

You will receive up to five user accounts for our easy to use web-based SMS Messaging Portal. This allows you to send and receive messages, create and manage templates, manage your patient phone numbers and view status and usage reports.

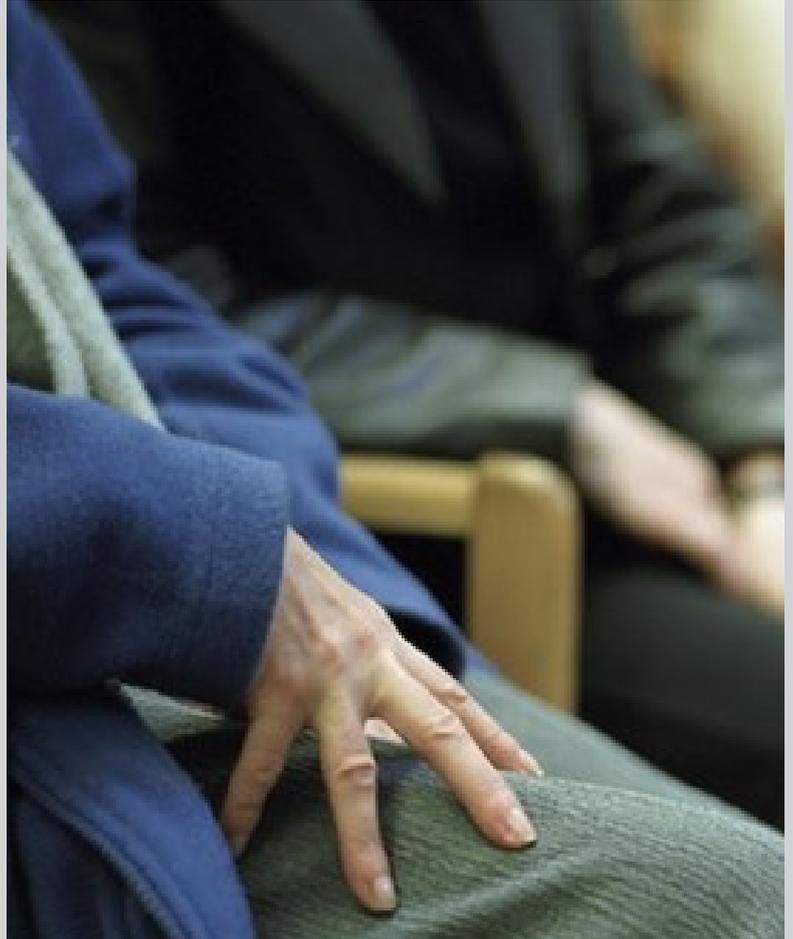
You can also use the portal for sending ad hoc messages, either one to one or bulk distribution. This gives you an additional tool for marketing or other patient and stakeholder messaging.

You will also receive full technical documentation on the REST or SOAP XML developer API making it easy for you to integrate your existing appointment systems.

Our 24x7 helpdesk is there to provide developer and user support at any time. You will also receive our comprehensive step by step user guides.

You will be invoiced monthly, in arrears so you only pay for the SMS you send, no gambling by guessing how many SMS you need to purchase up front.

Should you need further assistance integrating with your existing systems or business processes, we can provide this service also with very competitive professional services rates.



REDUCE DNAs
BY UP TO
30%*

*Based on actual client outcomes in one especially successful case. Typically DNA reduces by between 5% and 20%.

We provide messaging services to over 100 clients world wide and have been successfully helping our clients for over 10 years. We work with many NHS Trusts as well as major corporations from the finance & government sector. So you know you can trust in BT Messaging.



Smart apps for smart health.

Better healthcare for everyone, everywhere.

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