

Introducing Vision Patient Care Messaging -  
A new service for patient communication.

INPS now offers you the ability to contact patients in a cost effective and immediate way, by sending patients an SMS (text message) to their mobile phone.

Vision Patient Care Messaging allows Practice staff to contact large groups of patients when running QOF health promotion campaigns. Patients can also respond by text, with replies automatically forwarded to an assigned practice email address.

Compared to traditional communication, text messaging is highly personalised and allows practices to target and contact hundreds of patients within minutes.

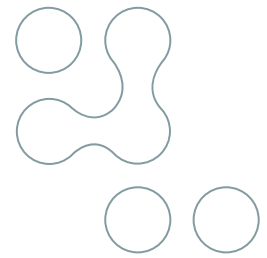
## The Highlights

- Vision Patient Care Messaging allows for the creation and sending of manual text-messages to individual and groups of patients for QOF health promotion campaigns
- Automated appointment reminders can be sent to patients by text message at a pre-defined time before the surgery visit, helping to reduce the number of missed appointments
- Reply texts from patients are automatically directed to the relevant practice staff via email
- The unique Read code functionality enables the patient medical record to be updated with the relevant Read code when a text message has been sent or received
- Vision Patient Care Messaging is a secure solution and the only text messaging service hosted within the NHSnet



## The Benefits

- Automatic appointment reminders reduce patient missed appointments
- A relationship is built between the surgery and patients using text messaging as a trusted form of communication
- Creating and running QOF Health promotion campaigns takes minutes
- Direct cost savings & reduced workload
  - Time savings for Admin staff (no need to stuff hundreds of envelopes for contacting patients to clinics)
  - Massive reduction in postage and stationery costs



“ In our area the majority of people have mobile phones and unlike an answer machine at home or work a text message to a personal mobile will get the correct person and with privacy. ”

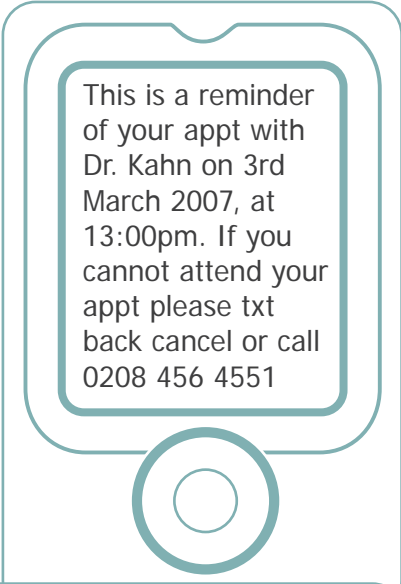
Vision Patient Care Messaging User

**Dr Stephen Aras**  
GP Partner

The Ashville Surgery  
Hammersmith and Fulham PCT

## Who can you expect to reach?

- 1 82% of the adult UK population use a mobile phone
- 2 Surgeries may start off with 20%-30% of patient mobile numbers, however, this penetration grows rapidly once surgeries start to use Vision Patient Care Messaging and offer this service
- 3 Vision Patient Care Messaging has been used to engage with 'hard-to-reach' patients, including the young and socially excluded patients. The multilingual functionality allows for patients from minority groups to be contacted in languages other than English



This is a reminder of your appt with Dr. Kahn on 3rd March 2007, at 13:00pm. If you cannot attend your appt please txt back cancel or call 0208 456 4551

## The Results

- Sustained reduction in missed appointments as volume of mobile numbers collected increases
- Response rates from text message campaigns are up to six times more effective than traditional communication methods
- High patient satisfaction, patients view the service as a means of enhancing patient care and positively respond to health promotion campaigns

## Messaging Applications

- Smoking cessation support and information
- Childhood immunisation reminder
- Periodic review reminder
- Flu-jab clinic invitation
- Customise your own message

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