

Client	Bro Morgannwg NHS Trust
Sector	Health
Solution	Patient Messaging Service
Key Benefits	Reduction in missed patient appointments and increase in efficiency

In collaboration with Cardiff-based Logic Software, the Bro Morgannwg NHS Trust has implemented a system that sends automated reminder messages to patients to help reduce the number of wasted outpatient appointments.

Patients in selected outpatient clinics in the Princess of Wales, Neath Port Talbot and Maesteg hospitals have been asked if they would like to receive a reminder for their next appointment. Patients who chose to take part received a reminder message about their forthcoming appointment in one of three ways: text message to their mobile phone, a recorded voice message on either their home telephone or mobile, or an e-mail message.

In common with all hospitals, a significant number of patients fail to turn up for their outpatient appointment without letting the Trust know. This can be because they had simply forgotten or had decided that they no longer required treatment. This level of "did not attend" means that other patients wait longer for their appointments because valuable time slots have been wasted. At a time when the NHS is under increasing pressure to make better use of its resources, these wasted appointments also cost the hospitals money.

By sending out reminders, the Trust has witnessed a significant reduction in the number of appointments missed due to forgetfulness. Also, where patients have decided that they no longer require treatment, the automatic message encourages them to let the hospital know so that their appointment can be given to another patient.

Paul Williams, Chief Executive of Bro Morgannwg NHS Trust is enthusiastic about this new initiative. "The Trust is always looking for ways to improve services for its patients. We hope that this reminder system will make it easier for patients to keep their appointments and also allow the Trust to treat more patients."

Darryl Morton, Managing Director of Logic Software, is clear about the benefits. "We are pleased to be working with the NHS to solve a problem that affects every one in the local community. The messaging software that we are providing will help these hospitals to become more efficient and provide a higher standard of care to their patients."

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