

**Digital Champion Iplato Case Study**

**Pennine Lancashire – Higher Heys Surgery September 2022**

We are a small single-handed practice and in previous years, the recall and booking of influenza vaccinations had been done manually by staff via a text invite to call and book, with telephone calls to patients without mobiles, this always had an impact on the capacity of calls coming though and patients being able to get through to the practice for general enquiries. Uptake at the practice has also been low for the last 3 years and we had found that many patients had attended their local pharmacies for the influenza vaccine.

This year we contacted our locality Digital Champion lead for Pennine, Andrea Barnham, to enquire if she could help with the practice recall and see if the practice could save time on the booking process and help increase uptake in practice.

The practice has been using Iplato for appointment reminders and text campaigns but had never used the software for call and recall.

The digital champion helped the practice set up specific slot types for our influenza clinics and advised even though we did not have our influenza vaccines in stock, it was best to send out the recall and allow patients to pre-book appointments as then they would be more likely to attend the practice for their vaccine rather than going elsewhere, if they already had a booked appointment.

Once the clinic sessions and appointment slots were on the system, she helped run the searches and extract the eligible patients to be invited.

Two separate message templates were set up to be sent, one for those patients that had the MyGP app, this message stated they could book an available influenza appointment slot directly via the app without a need to call the practice and one for patients that did not have the MyGP app requesting them to call the practice for an appointment. All messages sent through the MyGP app do not use up any practice credits.

A trigger word with the associated Snomed code for seasonal influenza declined was set up to allow patients to reply Decline and in turn this would be automatically coded in the patient’s clinical record.

The messages were set to be sent out at the quieter times of the working day over 3 days to help minimise the impact on telephone calls coming through to the practice.

600 patients were sent an influenza text invitation, 425 of those messages went to the patients via the MyGP app, therefore not using any practice credit and out of the 425 patients sent via the app 180 patients booked their own appointment with the slots available to them on the app as part of the recall.

We were very pleased that this process has saved at least 9 hours of reception time, in taking the calls and booking the patients in. This improved access on the telephone system due to these patients not having to call to book their appointments.

We are also hoping that uptake will be greater this year due to patients having pre-booked appointments.

We will definitely look at using the Iplato Call function for other recalls in practice.

**Contact details:**

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