

Case Study: Soprano MEMS - Reminder

A primary healthcare provider improves Did Not Attend (DNA) and patient response rate



PEOPLEFILE

This organisation is one of the biggest healthcare network in the world, catering to a population of over 54 million and employing around 1.2 million people. Of those, the clinically qualified staff include doctors, general practitioners (GPs), nurses and health visitors. It deals with over 1 million patients every 36 hours. They were using phone calls to reach and rebook patient appointments.

CHALLENGES

- Ineffective and inefficient way of reaching members to confirm and rebooking missed appointments
- High DNA rate (Did Not Attend) of around 10%.
- Typical missed appointments cost a CCG \$40+ and \$187 per appointment, although for missed surgical appointments this can raise to \$140-\$280K
- Due to higher DNA, they experience loss in profit, therefore, underutilization of the centre's resources

SOLUTION

- Soprano 2-way SMS reminder
- Over 250 3rd party applications were integrated into Soprano's mobile messaging software with patient booking system using HTTPS and other APIs.

INDUSTRY: Healthcare

OUTCOME:

- Improve productivity - save time otherwise spent manually calling up patients individually to confirm and reschedule appointments
- Reduce DNA rate in maximise daily revenue and increase medical facility profitability
- Enable higher density of profitable bookings based on earlier detection of cancellations and non-attendance
- Improved staff communication