BT

Smart Messaging

**Transform your
healthcare experiences**

Improving engagement within healthcare

Effective communication with patients and colleagues. It's vital. For patients it can provide real-time updates on care, enable quicker two-way communications and can help educate them about local and government guidance. For staff it can improve collaboration, speed up decision making and transform the effectiveness of teams.

It's what our Smart Messaging solution is all about. It enables your messages to stand out from the mass of information that patients and colleagues receive. You can personalise your messages. You can even send videos, with the confidence that everything is being delivered across a reliable platform.

It's all designed to engage recipients so that they know what's happening and are more likely to respond to any prompts or queries.

Under pressure

We all know that the NHS is under great pressure – pressure from rising costs; pressure on resources due to greater demands; pressure on staff due to a shortage of skilled professionals.

Smart Messaging is designed to make your life a little bit easier. To boost your efficiency and reduce your costs. To transform your patients' experiences of communications.

Using SMS messages:
- 98% of messages are read
- 90% are read within three minutes
- it's five times more engaging than email.

Communications that enhance care

Key features and benefits

With Smart Messaging, you can rapidly create and send a range of engaging content, using channels such as SMS, voice, email, RCS (Rich Communication Services) and WhatsApp. You can tailor every message so that you send the right content to the right person at the right time through the right channel. And by using elements such as personalised messages, surveys and rapid alerts, you can achieve a new level of engagement with your patients. Which means they'll be more likely to attend appointments, collect prescriptions and respond to requests for information.

With Smart Messaging, you can manage all your messages through a single platform. You also benefit from real-time reporting, with a customisable dashboard that enables you to see how effective your messages are, so that you can continue to improve them. The solution can be easily integrated into your existing system, so you can then start using it immediately.

Use Smart Messaging to combat:

- low patient engagement
- missed appointments and prescriptions
- rising operating costs.

The recent pandemic has made it even more important for healthcare professionals to keep both patients and colleagues updated with the latest information.

That's where Smart Messaging comes in. For example, a key use is to provide appointment reminders to patients, with the aim of reducing DNA rates. We delivered Smart Messaging to a major UK paediatric hospital. One of the ways in which it has been used was to improve the scheduling of appointments. Because patients could respond easily and quickly to the texts, this led to lower DNA rates.

Smart messaging has been seen to:

- reduce DNAs by 39%
- cut operating costs by 30%
- increase productivity by 45%.

Using the platform

Smart Messaging can be used for everything from urgent patient alerts through to every day information campaigns. The scale of our platform means that you could reach millions of patients with the click of a button.

Cost of missed hospital appointments: £750m per year
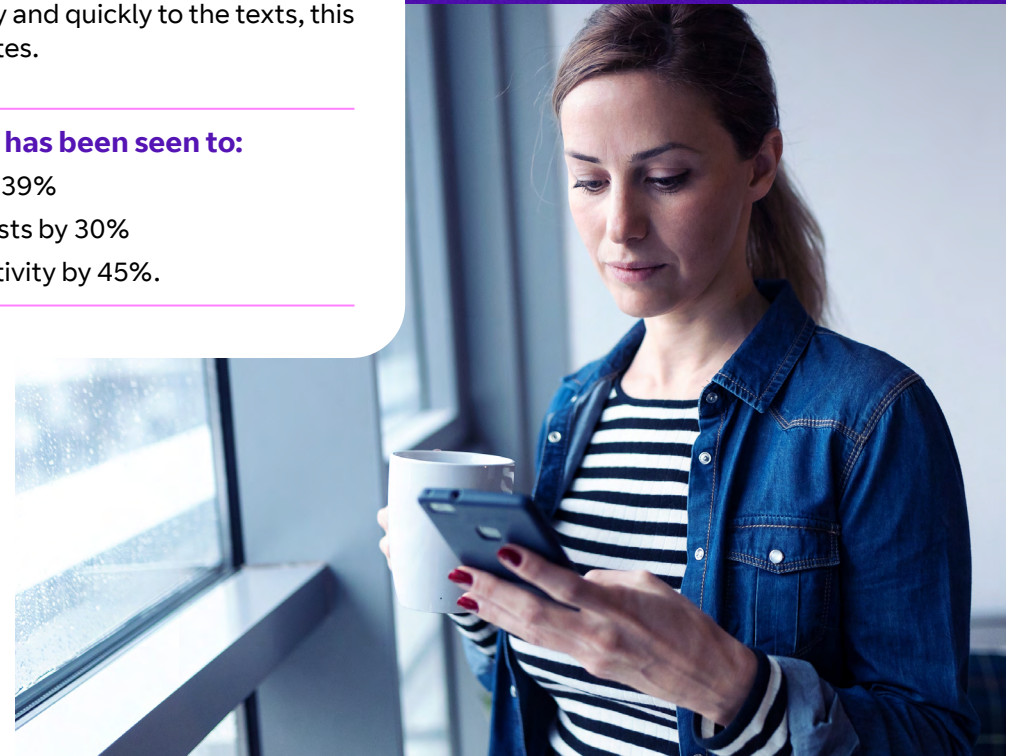
Personalised videos

One very effective way of using the platform is by sending personalised videos.

Relevant content

This approach can be used to create customised messages that are particularly relevant to your patients' specific health and social care needs. For instance, the video can explain aspects of a patient's specific condition and the options available to them, so they can make more well-informed decisions about treatment.

In one example, individual videos were sent to 5,000 patients with Type 2 diabetes to explain the specific aspects of their condition and the options available to them. Other possible uses include self-care videos or for confirming that patients are well enough to undergo an operation.

Users are 16 times more likely to look at a personalised video than a generic one.

Making a difference to healthcare

Here are just a few examples of how Smart Messaging has been transforming healthcare communications.

Video consultations

The need
During the Covid-19 pandemic, in line with social distancing, GP practices started looking for new ways of continuing their services, whilst limiting the risks of infection. Many practices decided to use video consultations, but needed a simpler way to deliver the links needed. Due to the urgency involved, any video solution must be universally available without needing to download an app and easily accessible to both practices and patients.
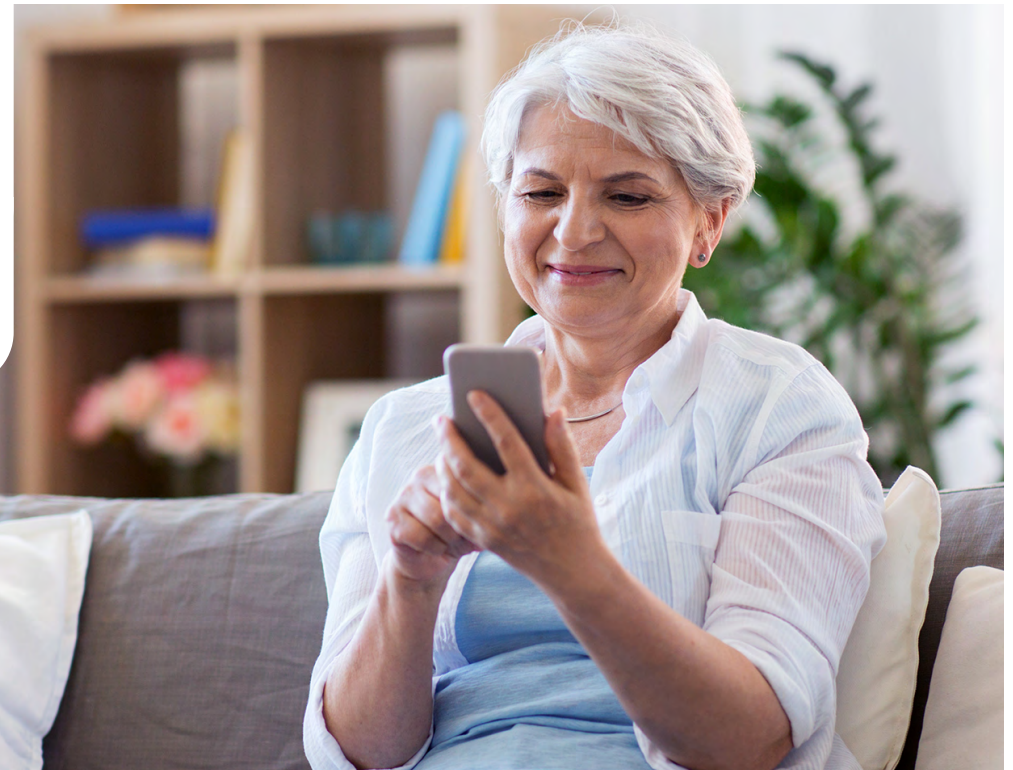
The solution
We were able to support e-consultancy providers and practices through our Smart Messaging tailored API solution. This allows unique video consultation appointment links to be sent via text messages to both doctors and patients.

The benefits
Patients with Smart Messaging accounts were easily able to use this solution via their selected e-consultancy provider, without having to complete complex integrations.

Cost of missed GP appointments - £200m per year.

Self-help care

The need
There was a need to encourage 'citizen-powered' healthcare – to help people to be more willing and able to do more for their own health and wellbeing.

The solution
Regular, data-driven, personalised videos were delivered directly to people's mobile devices, via links in text messages, simplifying the communication of more complex health information.

The benefits
Smart Messaging delivered the help and support most personally relevant to people's health and lifestyle goals, in the most convenient and easily accessible way. The latest thinking in 'behavioural insight' was used to nudge them towards taking sustained action in managing their condition.

Post-op care

The need
A Cardiology department in a north-west hospital wanted a better solution for staff calling patients for post-op checks.

The solution
Smart Messaging enabled staff to send two-way messages to check for healing or infections.

The benefits
The solution led to better workflow efficiencies in the department.

Two-way messaging reminders

The need
A hospital was sending appointment reminders to patients using a one-way messaging solution. However, patients weren't able to cancel or reschedule appointments by responding to these messages. As a result, the hospital had high DNA rates.

The solution
Smart Messaging provided a comprehensive solution that enabled them to send and receive messages from patients and route the messages to the relevant department.

The benefits
This produced a 6% reduction in DNAs, as patients were able to reschedule appointments via SMS. The system is now used by many different departments, including Outpatients, Inpatients, Mental Health, Pharmacy, Cardiology and Surgery.

## Interactive messaging

The need

A large NHS paediatric hospital was losing money due to last-minute cancellations or no shows by patients, which also wasted the time of clinicians and specialists.

The solution

Again, Smart Messaging was able to offer interactive, two-way messaging.

The benefits

As a result, cancellation rates fell by 4%, and there were fewer no shows. Appointments were therefore able to be reallocated.
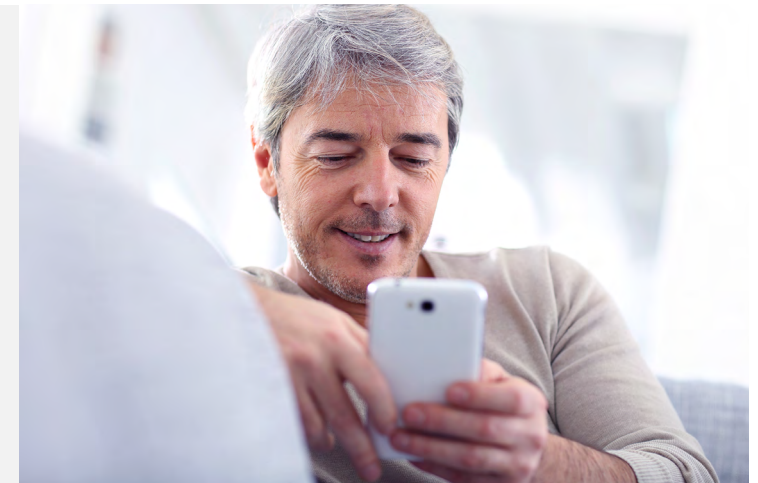
Friends and family surveys

The need

A CCG wanted a clearer understanding of patient satisfaction, so it sent out Friends and Family surveys by post. However, these received a very low response rate. It therefore started looking for a more effective solution.

The solution

Smart Messaging provided a two-way, SMS solution that would drive higher responses and greater engagement from patients.

The benefits

The new solution gave an 85% response rate, enabling the CCG to enhance its practices.

Enhance your internal communications

Our Secure Messaging app complements Smart Messaging. It's designed specifically for secure internal clinical communications. You can access colleagues; send and receive messages, images and information; keep track of conversations; and access patient details.

A clinical solution

Secure Messaging powered by Medic Bleep has been clinically led with the customer at the forefront. It replaces and is far superior to conventional pagers. And it's the solution to the government's mandate to stop using non-emergency pagers by the end of 2021.

Ultimately, it enables you to spend more time with your patients. Junior doctors have saved up to 48 minutes per shift, and nurses 21 minutes per shift.

A flexible solution

Secure Messaging uses text and voice messaging, image and multimedia attachments, or voice calls. It's easy to use and scalable. It was the first solution to replace all non-emergency pagers in an acute hospital trust and global digital exemplar.

Powered by

Medic Bleep

A versatile solution

Our app can be used to prioritise clinical tasks; for triage work; to collaborate with multidisciplinary teams; to access the trust directory; for baton and permanent role transfer; and much more.

- **Administrators** can send messages or alerts to all users or select groups.
- **Clinicians** can create multidisciplinary patient groups.
- **Junior doctors** can search for a senior colleague to ask for advice.

A Hospital Trust that is using Secure Messaging is already enjoying significant benefits.

- Average saving: 20 minutes per clinical task.
- Five wait periods slashed to one.
- 27 steps reduced to 13 for discharge management.
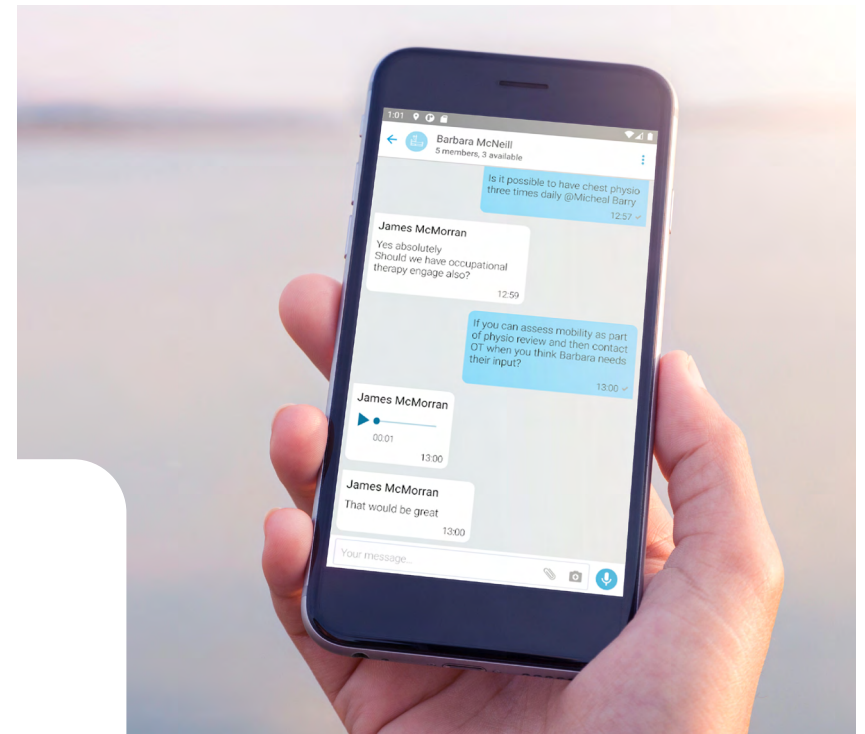
Making a difference

Benefits include:

- fewer discharge delays and better communications
- less wasted time (e.g. being unable to reach the right person)
- improved working practices, including better collaboration
- secure patient information and easier discussions of patient needs
- precise, auditable communications and compliance with UK regulations
- rapid access to team members.

Secure Messaging is DSP toolkit compliant. It's available via the CCS Network Services 2 RM3808 and NHS LPP frameworks.

A world-class network

You can trust us to deliver your messages to the right person at the right time.

The only network in the UK offering 99.999% availability.

We're the trusted network for the emergency services, and have more than 400 NHS accounts with clinical commissioning groups (CCGs) and commissioning support units (CSUs). Our platform is integrated with over 200 clinical systems in the NHS.

Meeting the needs of healthcare professionals

We provide an unrivalled range of services designed to ease the burden of health and social care professionals.

These will:

- help you to carry out your duties more efficiently and effectively
- enable you to provide the level of care that patients expect and need
- prepare the whole health and social care system for the future.

We believe we can make a real difference to the NHS. We use the latest digital technology to transform different aspects of your services. We have the experience, we have the technology, and we can get you up and running quickly. And reliably. With the best connectivity.

We invest £3.7bn each year so we can continue to provide the best possible network.

3,000 security experts and 40,000 devices monitor our network constantly.

We're the network the UK relies on. And we'll continue to meet your needs. Always on. Always secure. Always there.

Down to details

For further information about Smart Messaging, smenquiries@bt.com or visit www.bt.com/smart-messaging

BT