

Case Study: Appointment Management

Saving Royal Derby Hospitals potentially £1.2m every year by reducing DNA rates to 5.4%

BACKGROUND

NHS hospitals across the UK experience varying degrees of Did Not Attend (DNA) rates, a problem for the NHS as the consultant's time is an expensive resource, which is wasted when a DNA occurs.

For the Royal Derby Hospitals, this was no exception and so it was here, where the contributing factors to a high DNA rate were recognized. These include:

- An ageing population where more elderly patients are using the hospital services but have problems getting to and from clinics
- Transport and the relatively high cost of hospital parking deters patients from making the journey
- Many individuals view the NHS as a gift and feel no responsibility to notify the hospital of their failure to attend
- Some appointments are booked well in advance thereby increasing the chance of an individual forgetting the appointment all together.

“ At Derby, we have managed to benefit from a reduction in over 10,000 missed appointments every year through the implementation of the excellent Appointment Management service from Healthcare Communications.

I see no reason why this figure can't continue to improve and income gains to increase further as we look to introduce more technology over time. ”

Andy March, Planned Care Transformation Manager, Royal Derby Hospitals.



ROYAL DERBY HOSPITAL'S OBJECTIVE

To reduce DNA's by implementing new communication technologies and effective patient awareness campaigns, thereby minimising wasted resources and decreasing costs.

HOW WE HELPED

At Healthcare Communications, our simple goal is to improve patient communication that will positively impact Trust efficiencies and patient experience.

To achieve this with Royal Derby Hospitals, Healthcare Communications spent time understanding their issues to arrive at an integrated communications solution that would support them in their overall goal of decreasing DNA's.

THE SOLUTION

Healthcare Communications has been able to support Derby Hospitals in lowering their DNA rate by implementing Appointment Management from Envoy Messenger.

This means the hospital can now use mobile text reminders and interactive voicemail messages (IVM) to landlines enabling all patients to benefit from a free appointment reminder service.

THE BENEFITS

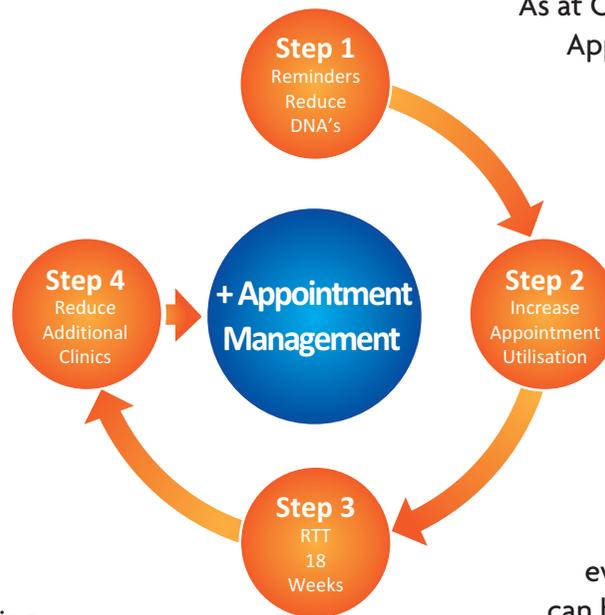
DNA's at Derby were between 8% and 9% per month 5 years ago severely impacting the Trust in terms of expense and wasted consultancy time.

WORKING TOGETHER IN PARTNERSHIP

We work with over 100 Trusts and our solution is designed exclusively for the NHS with direct input from frontline staff using it!

To find out how we can support with your Appointment Management and Patient Experience solutions, get in touch on 0845 9000 890 or email enquiries@healthcommuk

Calls to this number cost 7p per minute plus your phone company's access charge.



As at October 2013, the benefits from implementing the Appointment Management solution include:

- A cost saving per annum of potentially £1.2m based on £120 per appointment
- The introduction of IVM continued to lower DNA rates to between 5.4% and 6%
- A reduction of over 10,000 missed appointments per year
- The development of more intelligence as to why the hospital suffers from DNA's, enabling greater insight and improved planning.

IN SUMMARY

The reduction in DNA rates has been pleasing for everyone at the Royal Derby Hospital as the money saved can be re-invested back in to the hospital to the benefit of other departments and their patients. Andy March is confident that by working with Healthcare Communications, DNA's will continue to reduce and an even lower rate will surely be achieved in the near future.

