PACO helps with Instant patient outreach for patient guidance & newsletters

blinx healthcare

What Good Looks Like: Well Led

Fuller Stocktake Report Impact: Increase patient education and shift to preventative care

Client: BROWNLOW HEALTH · Health in the heart of the city

THE CHALLENGE

Current NHS Primary Care settings find it challenging to engage and connect with patients as they have to use multiple technology platforms to identify patients, create content and then post or send them messages through another tool. This means when practices are busy they struggle with the prioritisation of that work and patients only receive communications periodically. Time pressures and poor digital products result in generic and dry communications that don't resonate with patients.

When they send the communications the practices have no way of tracking and monitoring the progress and how many patients have opened or interacted with the communication.

HOW PACO CAN HELP

PACO delivers bespoke tailored patient communications via SMS and/or email in patient preferred languages to single, cohort or whole practice or PCN populations.

With built-in automation, practices can easily identify patients and run routine campaigns, saving time and resources. PACO also offers automatic translation services, ensuring patients receive communications in their preferred language.

Communications analytics allow practices to track patient engagement and optimise future campaigns. With PACO, practices can save time, improve patient engagement, and streamline communication processes.

Blinxhealthcare.com
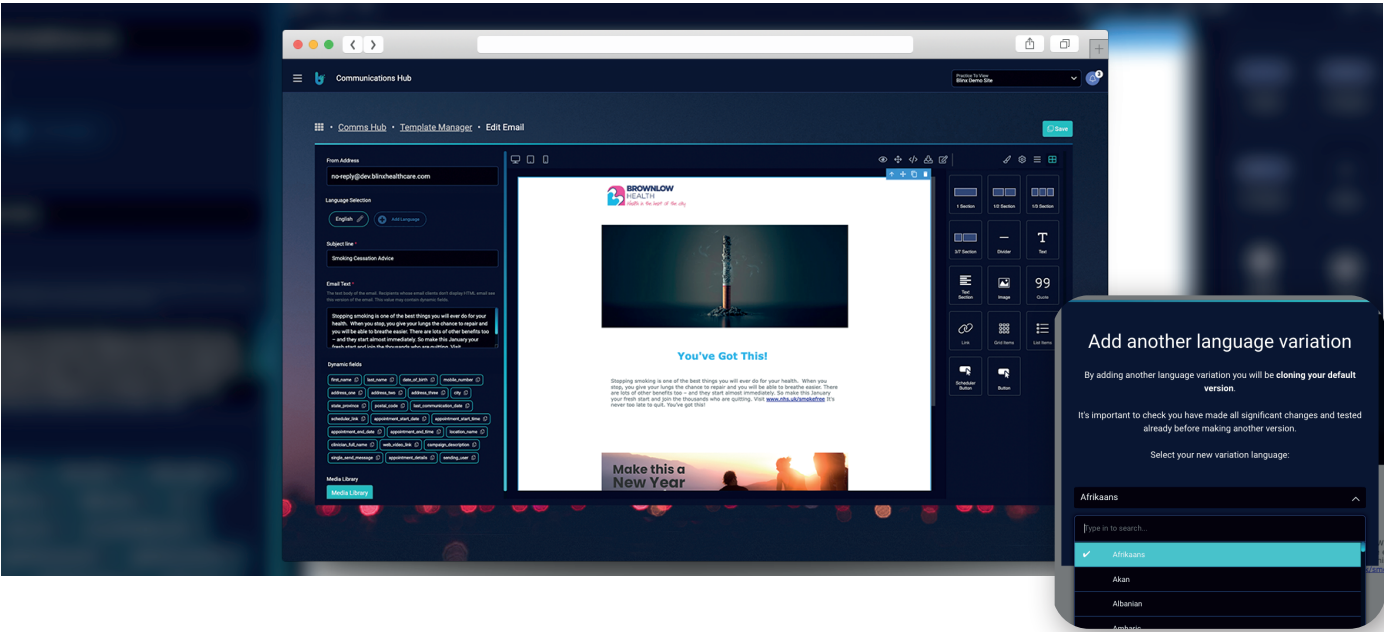
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WHAT WE DID

The Brownlow Group practices used PACO to communicate with smoking cessation patients and achieved impressive results. PACO's Patients analyser feature made it easy to search for patients, and the Quality team created an engaging email template that was automatically translated into 48 languages. With PACO's automatic coding feature, the practice recorded smoking cessation advice in the patient's record without manual input.

The result was a 60% email opening rate, showing how PACO streamlined the process of identifying patient cohorts, creating templates, and delivering the campaign, resulting in more effective and efficient communication with patients.

Avg Practice list size - 8,000

Patient Comms each Month - ~20% of list

Current Process:
- Currently avg time to invite (not book) 6 mins per patient
- **40 person hours per month**
- Patient then calls or is called to book a further 5 min per patient
- An additional 33 person hours per month
- **Total to schedule and book 400 patients = 70 hours!**

PACO Process:
Time to identify and send self-booking link for all 400 patients. **Total 10-15 mins.**

IMPACT

PACO helped Brownlow Group practices save over 3 hours of work, effectively communicate with patients in their preferred language, and improve patient engagement. Almost 1,000 patients received healthcare information in their language, and the significant time savings allowed the practices to focus on other important aspects of patient care.

Operational efficiency (Time/Cost):
- **3 Hours** of work saved
- Focus on other important aspects of **patient care**

Patient Experience:
- **Patient** Language translation
- Improving patient **engagement & understanding**

Clinical Access:
- **Efficiently & effectively** target patients