

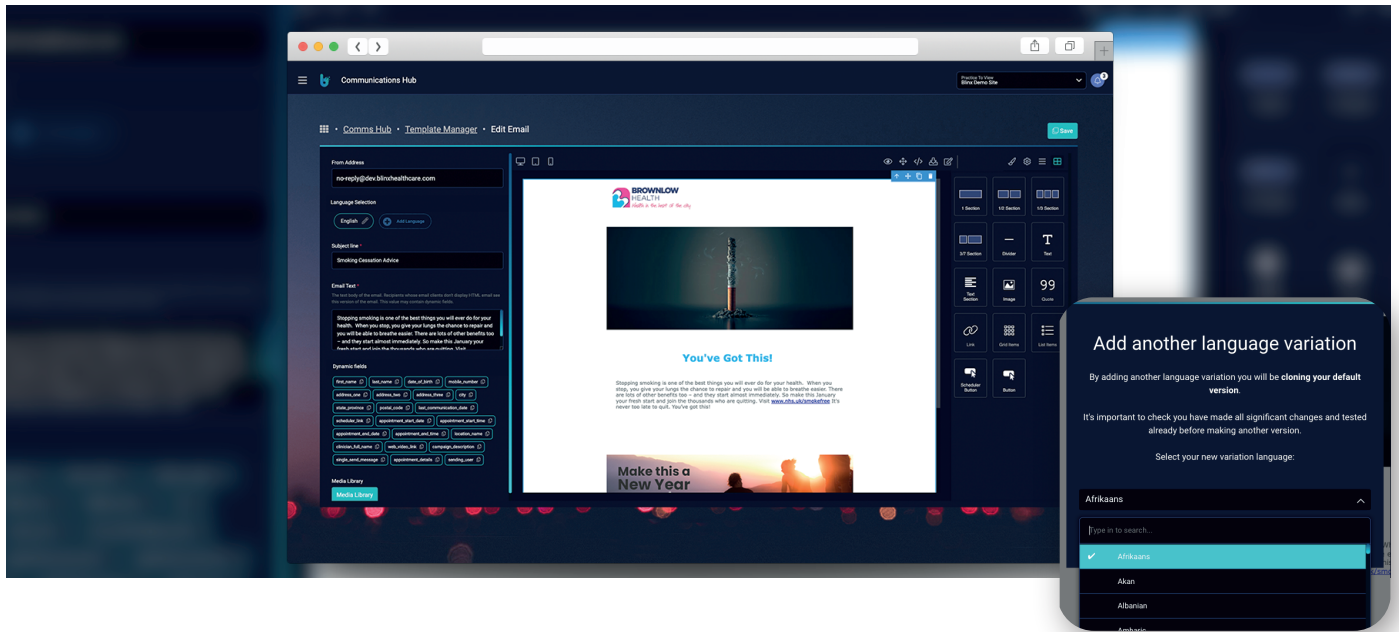
PACO helps to achieve Net Zero Carbon Emmisions



 *What Good Looks Like: Ensure Smart Foundations*

Client: All our clients

 *Fuller Stocktake Report Impact: Reduce admin time within appointments through patient record access & ensuing right clinical resources*



THE CHALLENGE

Using digital communications for patient outreach in a NHS GP practice is crucial because it:

- **Increases accessibility**
- **Improves patient engagement**
- **Provides better tracking**
- **Boosts patient satisfaction**
- **Saves costs**
- **Reduces carbon footprint**

HOW PACO CAN HELP

PACO can be an efficient solution for reducing the carbon footprint of communication while improving patient engagement and understanding of important healthcare information. PACO's well-designed communication templates and links to relevant information help patients comprehend the message in a proactive and informed way. The platform's digital communication methods also allow for tracking patient engagement and can be translated into the patient's preferred language, which is critical in providing quality healthcare services. By using PACO, practices can reduce their carbon footprint while increasing patient engagement and improving communication efficiency.

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WHAT WE DID

PACO Saves Time and the Environment for Smoking Cessation Campaign

-  **Brownlow Group practices used PACO to efficiently communicate with smoking cessation patients**
-  **PACO's Patients analyser feature quickly identified patient cohorts for the campaign**
-  **Brownlow's Quality team feature created an engaging email template shared across all practices**
-  **Advanced natural language processing capabilities automatically translated messages into 48 different languages**
-  **Almost 1,000 patients received information in their preferred language, resulting in positive feedback**
-  **PACO's automatic coding feature ensured advice was recorded in patient records without manual input**
-  **Digital communication significantly reduced carbon emissions compared to paper-based methods**
-  **Resulted in more effective and accessible communication with patient**

In summary, PACO's features streamlined the process of communicating with smoking cessation patients, saved time for healthcare professionals, and reduced the practices' carbon footprint. With PACO's advanced capabilities, the practices were able to effectively and efficiently deliver important healthcare information to patients in a way that was accessible and easy to understand.

IMPACT

PACO helped Brownlow practices be more efficient and significantly contribute to reducing the Carbon emissions by switching routine letter campaigns to digital communications.



Operational efficiency (Time/Cost):

- **Three hours of work** that would have been required to manually search patient records and create email templates.



Patient Experience:

- **Automatic language translation** feature also improved patient engagement and understanding of the message



Operational efficiency (Enviromental):

- **Sent 4,500 digital communications** instead of letters locally resulted in a significantly lower carbon impact, with an estimated 18 kilograms of CO2 emissions compared to 90 kilograms of CO2 emissions