

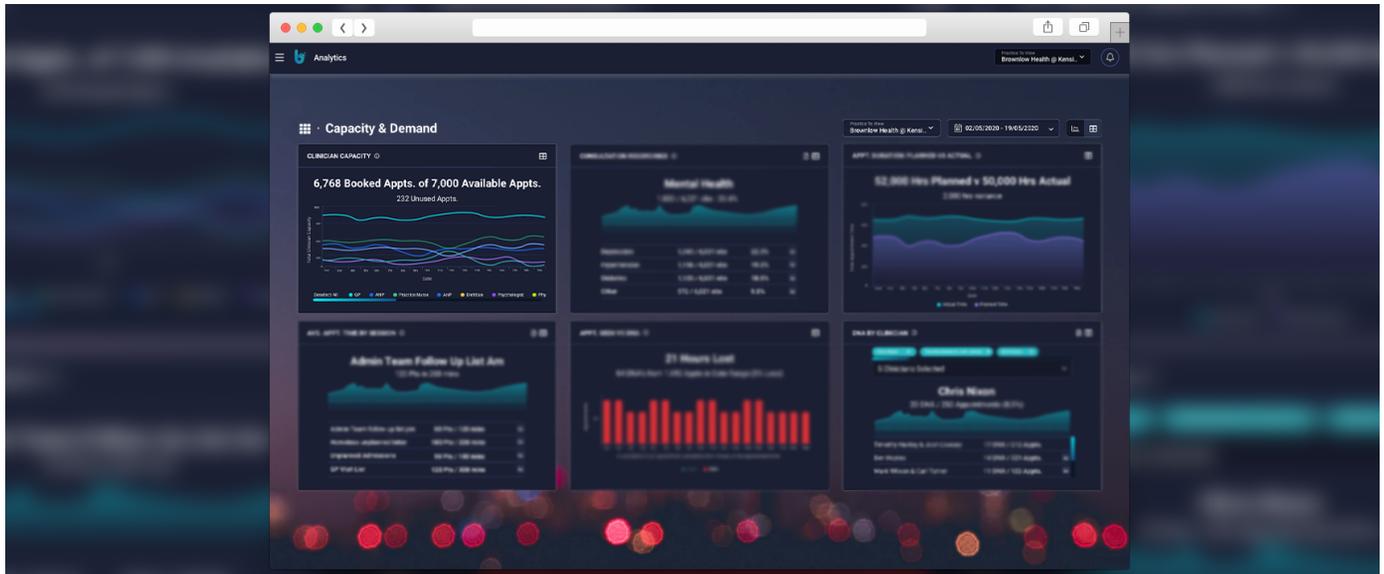
PACO helps with engaging Non responding patients



What Good Looks Like: Healthy Populations

Client: BROWNLOW HEALTH
Health in the heart of the city

Fuller Stocktake Report Impact: Increase direct patient pathways for community services & increase pharmacy utilisation



THE CHALLENGE

Annual reviews are crucial for managing chronic conditions, but many patients fail to attend them, risking poor health outcomes and increased pressure on the healthcare system. Reasons for non-attendance include forgetfulness, lack of awareness, transportation issues, and mobility problems. At Brownlow Kensington Park, 22% of females have not had a smear in the last 10 years. It is essential to implement strategies to improve patient attendance and ensure that patients receive the care they need.

HOW PACO CAN HELP

Brownlow group of practices and the PCN addressed the issue of low appointment uptake for cervical smears by offering Saturday clinics as a trial to accommodate patients who could not attend during regular weekday hours. The trial was a success, and more Saturday slots were opened up, with self-booking links and patient communications issued. This approach increased uptake for cervical smears among the patient population cohort that was previously not responding, demonstrating the importance of offering more flexible appointment times and communicating effectively with patients. This strategy not only benefits individual patients but also contributes to the overall efficiency and effectiveness of the healthcare system.

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WHAT WE DID

Brownlow group of practices and the PCN addressed the issue of low appointment uptake for cervical smears by offering Saturday clinics as a trial to accommodate patients who could not attend during regular weekday hours. The trial was a success, and more Saturday slots were opened up, with self-booking links and patient communications issued. This approach increased uptake for cervical smears among the patient population cohort that was previously not responding, demonstrating the importance of offering more flexible appointment times and communicating effectively with patients. This strategy not only benefits individual patients but also contributes to the overall efficiency and effectiveness of the healthcare system.

IMPACT

At Brownlow Kensington Park, targeted communications and flexible appointment times led to a significant increase in the uptake of cervical smears, particularly among patients who were previously non-responders to smear invites.

For example, a 36-year-old Bulgarian, 29-year-old Russian, and 39-year-old French-speaking women who had all been non-responders to smear invites since joining the practice, booked appointments within 20 minutes of receiving invites in their own language with the option of a Saturday clinic.



Patient Experience:

- **Flexible appointment times and translated health messages.**



Clinical Safety:

- **Increased uptake of cervical smears** identified potential health issues early on, leading to improved outcomes.



Clinical Access:

- Saturday clinics and **self-booking links improved access** for hard-to-reach patients.



Operational efficiency:

- Targeted communications and flexible appointments **reduced the burden on the healthcare system.**