

PACO helps with Increasing uptake on vital population health programmes

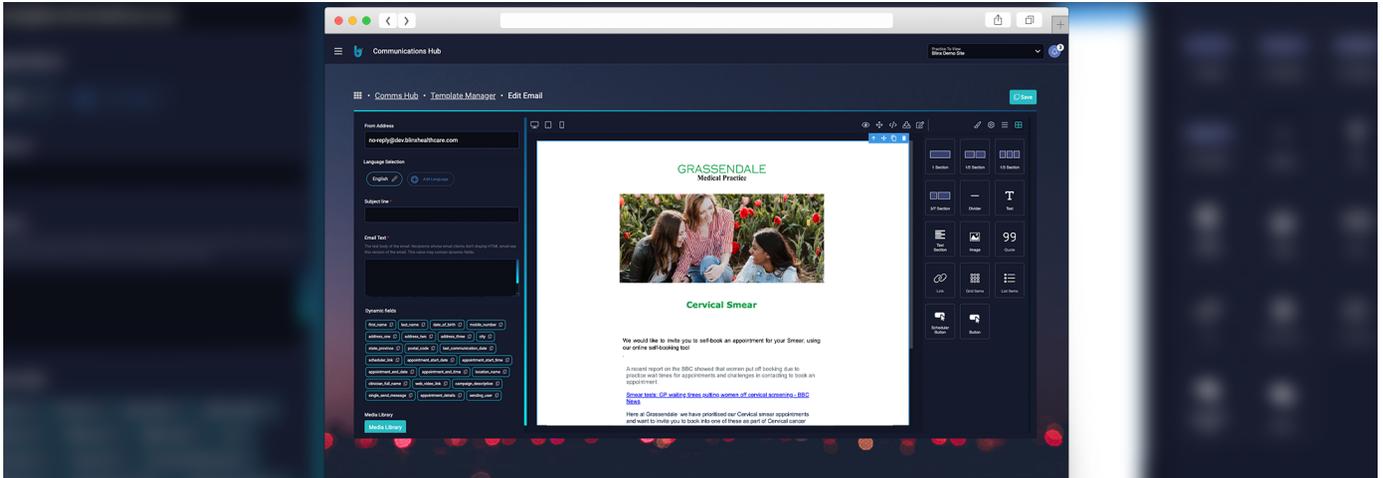


What Good Looks Like: Healthy Populations

Client: Liverpool Practices



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



THE CHALLENGE

There is a concerning decrease in screening uptake for national programs, specifically for cervical smear tests in Liverpool. Regular screening is important for the early detection of illnesses, and a delayed diagnosis can lead to advanced disease and potentially increased mortality.

Healthcare providers and public health authorities must address this issue by raising awareness and providing accessible and safe screening services during the pandemic. Strategies such as telemedicine, home testing kits, and extended hours for appointments may help.

Targeted outreach and education programs may also be necessary to address specific barriers to screening. Efforts are needed to ensure individuals in Liverpool and the UK receive necessary screening and healthcare services, especially during these challenging times.

HOW PACO CAN HELP

PACO is the ultimate game-changer when it comes to increasing screening uptake and improving patient communication. With digital booking solutions, patients can easily schedule their appointments, reducing the burden on phone lines. PACO's automated communications campaigns are tailored to each patient's specific needs, reminding them of the importance of regular screenings, and encouraging them to book their appointments.

Practice managers can use PACO's analytics tools to track screening uptake and identify areas for improvement, optimizing outreach efforts and directing resources where they will have the most impact.

PACO can help to save lives by reducing the risk of delayed diagnosis and mortality. Patients will appreciate the convenience and personalized nature of the communications they receive, improving patient engagement and satisfaction. In the fight against cancer and other illnesses in Liverpool and beyond, PACO is an essential tool for practice managers.

Blinxhealthcare.com

contact@blinxsolutions.com

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WHAT WE DID

In light of the notable decrease in screening uptake for major national programs, particularly for cervical smears in Liverpool, we collaborated with 12 practices to create and launch focused communication campaigns aimed at over 8,000 female patients who had not previously responded to other outreach efforts to engage them in screening.

This initiative aimed to improve the screening uptake rate and increase the early detection of illnesses, such as cancer, thereby helping to prevent more serious health complications and potential mortality.



Collaborated with 12 practices



Comms sent to +8,000



Increase early detection of Cancer

IMPACT

Using PACO's automated communications and analytics capabilities, over 8,000 previously unresponsive female patients were engaged to have cervical smear tests, resulting in an 11% uptake rate across Liverpool.



Patient Experience:

- The **personal invitation received in own patients language** and the ability to use device to self book appointment on a date that suited them



Clinical Access:

- The alignment of specific appointment slots to the campaign meaning **patients were booking to see right clinician automatically**



Operational efficiency (Time/Cost):

- **Reduction on phone calls** to practices to book appointments across all practices **saving 62 hours** of phone calls