

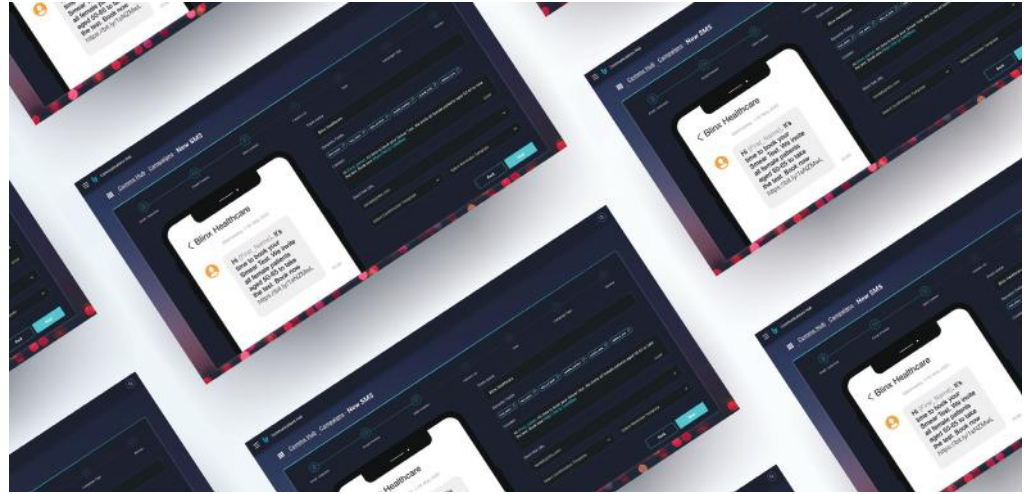
## Description

PACO's Communications hub empowers Healthcare organisations to effortlessly engage with individuals or patient cohorts, facilitating bulk communication that range from single click interactions with a patient to targeted outreach for specific groups, such as QOF eligible patients or those addressing Health inequalities. It represents all a practice's communication needs in one integrated module.

The custom template builder enables customers to craft dynamic and captivating communications, offering general health advice, self-help resources, news updates, or invitations for patients to provide health information or book

appointments through unique, personalised links to the exact appointments they need, controlled by the practice. What sets us apart is our system's intelligence, as it identifies the patient's preferred language and automatically translates content, ensuring that patients receive crucial health information in a language they understand.

With the flexibility to send messages via Email or SMS, our platform enables customers to tailor digital outreach for each patient or group. Patients benefit from confirmation and reminder communications, reducing the occurrence of DNAs (Did Not Attend) in practice with all communications seamlessly coded into the clinical system. PACO features built-in analytics to monitor the impact and success of campaigns. In a single click, you can resend invitations to patients who haven't yet booked appointments, and this data-driven approach allows for continuous improvements in future communication campaigns.



## Why is it important?

**Streamlined Communication:** Traditional methods of patient appointment communication are manual and time-consuming, often resulting in missed patient interactions. PACO's platform significantly reduces patient DNAs by sending timely reminders, allowing patients to select their preferred appointment dates and times. Tailoring communication styles to patient demographics enhances appointment uptake, ultimately improving population health in your practice. Bespoke configuration means practices can be assured that patients will have access to the correct appointments every time.

## What it does

**Bulk Communication and Engagement:** PACO's platform offers clear and straightforward messaging capabilities, allowing patients to receive appointment booking links, provide health data, or access healthcare information en masse from a GP Practice, all in their preferred language.

## Benefits



**Personalised Communications:** Enhance patient engagement through personalised messaging and branding, such as personalised video messages from GPs explaining screening tests.



**Efficiency:** Streamline patient identification and communication processes, saving valuable time for healthcare providers.



**Data Quality:** Integration with clinical systems ensures that communications are captured in SNOMED coding standards, ultimately improving overall coding quality within the clinical system.



**Automation:** Combining the Analytics and Comms Hub modules allows complete digitisation and automation of call-recall processes for screening, vaccinations and long-term condition management.