

What's next in patient engagement & clinic efficiency?

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What's happened so far?

Appointment Booking & Rescheduling

Patient Initiated Bookings / QB
(4.1pp DNA)

'See me sooner'
Last minute gap filling
(improved utilization)

PIFU
(reduce follow ups 70%)

Information Gathering

Pre- Appointment Ax Forms

Post intervention monitoring

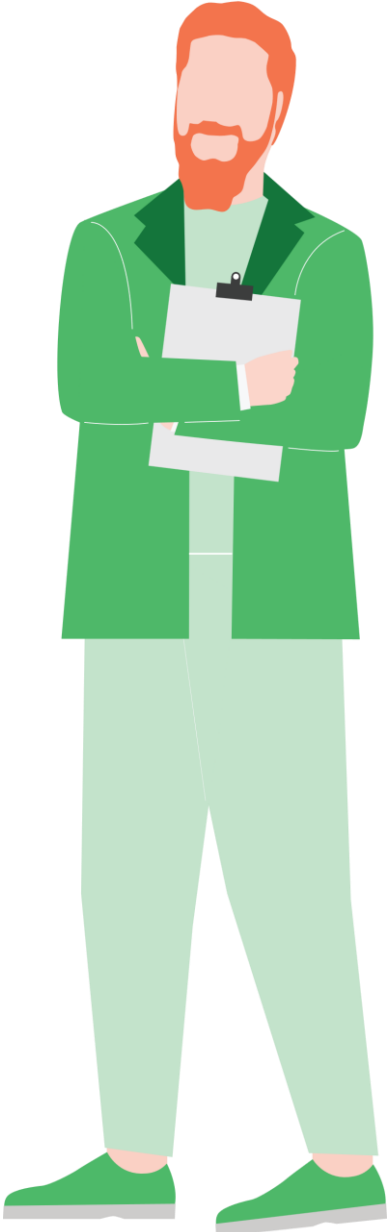
Waiting List Stratification
(2.1k/62.7k removed)

Notifications

Digital first letters
(60% print saving)

SMS notifications
(higher engagement-61%)

Deep linked messages
(no login required)



What's coming next?



AI DNA Prediction:

- Reduce reminder spend on the 50% most likely to attend
- Automate extra reminders to the next 30% to ensure they attend
- Ring the 20% most likely to DNA and find out what their barriers to attending are.



AI Smarter Appointments:

- Linking clinics, 'you must have been to radiology before coming to outpatients'
- Linking appointments, 'you must have had bloods 2 weeks before your next follow up', 'if you move X appointment then Y appointment must be moved too'

The Future

- Admin processes have been digitised removing low value interventions – releasing time for higher value interventions and releasing cash.
- Patients have been empowered – with clearer engagement and more initiation.
- Now it's time to ask the big healthcare question...



The clinical pathway



- Boundary Spanning Referral & Booking
- Good Waiting Deep linked advice

- Reminder to complete form
- Linked Appointments

- Digi-Physical Pathways
- Tracking Adherence & Pathways

- PIFU Monitoring Stratification Recall

- Self-Management and Planned Escalation

Dr

