



NHS Products

Missed Appointments (DNA – Did Not Attend) are costing the NHS £600million a year. Between 2007 and 2008 6.5 million appointments were missed costing approximately £100 each.

A simple, yet effective, gentle reminder system by SMS and voice can reduce no shows whilst increasing efficiencies and effectiveness. Benefits of reminder system:

- Reduction in costs related to no shows/missed appointments
- Encourages attendance to appointments and clinics maximising revenue
- Helps to manage and reduce patient waiting lists through effective re-booking of cancelled appointments
- Improves booking efficiencies and appointment process
- Improves Patient relations
- Secure System
- Improves NHS Carbon Footprint
- 90% of patients asked if they would like to opt-in to a reminder service stated yes.

Choosing to text or call patients after a missed appointment, to rebook or engage with, can also help, as patient feels cared for, included and more willing to engage in the future.

Text messages and IVR can also be used for promoting services and clinics by grouping patients together through needs i.e Patients requiring flu jabs can be sent a message to remind of clinic date and time and even offer a response to inform clinic if they will attend.

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