



Turn SOS into an SMS to tackle community health

Challenging times demand bold solutions and, during COVID-19, the very best tech has been proven to provide The NHS with the vital support they need.

myGP Engagement Hub

iPLATO Healthcare has been working with CCGs and STPs to deliver a bespoke digital offer via our Engagement Hub.

SMS has played a key role throughout the pandemic as myGP Engagement Hub is able to send consistent SMS messages, on behalf of a CCG or STP, to its population.

This cost effective communication tool provides:

- Invitations to vaccinations for eligible groups and information on COVID testing, e.g. what to do if presenting with symptoms or how to access rapid testing
- Instructions to download a dedicated app (Test and Trace, myGP etc.)
- Notices of rising cases in a certain area and providing advice
- Signposting to specialist support services, e.g. smoking cessation, talking therapies, diabetes management
- Access and changes to the provision of services, e.g. GP opening times, A&E

Flexibility is key

While some CCGs opt to send messages to targeted groups of patients, others prefer to send a generic message to all of their patients. We can match your SMS campaign to suit your needs. We retrieve

data via a secure connection to each practice's clinical system and ensure that all patients who have given consent to receive SMS receive the desired message.

myGP engagement hub is also able to facilitate communications with patients via letter. We recommend that CCGs encourage their practices to gather mobile numbers and SMS consent from their patients as it's the most cost effective form of communication. And we don't want to waste your money!

Recently messages were sent to invite patients in areas of high infection rates, to attend rapid testing. 79.81% of patients reacted by visiting the booking form.

That's what we call a result.

Breadth and focus

We have demonstrated a proven ability to deploy and manage large scale multi-channel communications to targeted audiences, ensuring that campaigns are implemented quickly and effectively. Prompt delivery was achieved through an accelerated consent management process, with 97-100% practice sign-up being achieved.

This blended, multi-channel approach enables us to reach extensive groups of patients and to tailor the content they receive.

Richmond Wellbeing Service is an NHS service that is the commissioned provider of Talking Therapy and Psychological treatment for around 200,000 people across the London borough of Richmond on Thames. We provide a vital service to people who are often at their lowest ebb.

When the pandemic arrived the service saw a worrying drop in the number of people asking for help. We had already enabled all our treatment programmes to be deliverable remotely via phone or web but needed to get the message out to the public that while they were "staying home to save the NHS" our corner of the NHS was still here for them.

iPlato's support has been invaluable. They have helped Richmond Wellbeing Service negotiate data sharing agreements with our client GP surgeries and advised on the wording of the text messaging to use. We have seen a great response to the messaging and a surge of people asking for our help.

All stakeholders have been delighted with the results of this initiative. Reducing the transmission of COVID-19 and keeping the public safe during this uncertain period is crucial in order to limit the spread and reduce the incidence of COVID-19 related mortalities.

To find out more about our Engagement Hub and how we can help provide timely and effective support in the current climate, please contact our project delivery team at hub@iplato.com.

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