

Customer Case Study: The Waterfield Practice

The Waterfield Practice has been at its current site in Bracknell, Berkshire since 1970. Since then, the practice has expanded and opened at a second site in the newer Warfield area of the town. Both sites provide NHS services as part of Bracknell and Ascot CCG (Clinical Commissioning Group). The entire Practice employs six GP's, a GP Registrar, three Practice Nurses, one Health Care Assistant and around 20 support staff.

The Waterfield Practice serves a base of over 12,000 patients, and covers a number of specialist clinics including asthma, smoking cessation, cervical screening, diabetes and 'flu and pneumonia.

Implementation

Gary Hughes, IT manager for the Practice, noted that although they had introduced MJog in 2010, they had not been using it to anywhere near its full capacity. The decision to use the wider MJog system has been made in the last year, partly instigated by the local CCG who encourage and fund the use of the system and he believes that has benefited the Practice on many levels. Gary has been pleased with the integration of MJog with their clinical system into other systems, which he described as simple and working well.

The Waterfield Practice has run a number of campaigns to raise awareness and deliver health information. They use MJog with their clinical system to deliver these patient communications. MJog Premium allows patients to use the auto cancel feature via SMS for appointment cancellations and for responses to other notifications. The Practice uses SMS to deliver the Friends and Family Test and MJog Email to deliver health campaigns and other more complex information-based messages to patients.

Implementation

Patients are asked to sign up for the various systems on arrival at reception and can also do so online via the Practice website. Gary noted that they had not observed any resistance from patients and most readily signed up. The Practice now holds nearly 50% of patient phone numbers and a similar amount of email addresses.

For the various health campaigns the practice runs over the year, including 'flu vaccination and smoking cessation clinics, the team have made good use of the MJog service with clinics running at capacity. This has meant they now only use the MJog system and no longer need to promote the clinics through phone calls or letters. Gary stated that he has seen a **saving of around £3,000 in telephone charges alone in the last year.**

Gary stated: **"Using MJog Email has not only freed up administration staff and allowed them to complete other tasks, but it has saved us money already. Given we have only been running MJog Email for the last year, we are delighted with the results."**

He added: **"We are meeting QOF criteria with ease and with minimum administration. Our staffing levels have gone up as our patient base has increased by 6% and we have widened our services, [which I believe in some part is due to] the MJog system giving us the ability to reallocate appointments with ease, to run efficient and full clinics and to communicate with patients individually in a manner they choose."**

Gary also uses the MJog Premium system to help meet the wider QOF requirements and provide quality care. He commented that he finds the FFT system **"Brilliant. It gives me the feedback I need in a simple and clear format."**

Patient Focus

As Gary observed, the focus on patient quality care is readily met. The ability to interact quickly with the auto cancel feature is a benefit to both Practice and patient, whilst the use of the email system ensures that longer messages are efficiently delivered to the relevant groups of patients and service access is considerably improved.



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Background	Objective	Results
Staff impact - time	To reduce the number of calls staff have to deal with	Staff time is now more effectively used within the clinic with a reduction in time spent on the phone or producing letters.
Cost saving	To reduce cost against traditional communication methods To initiate cost savings via the use of the MJog savings.	Given the system is within its 1 st year of full use, the Practice has already noticed savings with phone costs down approx. £3,000.00
Impact on patient lists	To grow patient list. To communicate with patients more effectively.	The Practice has grown its patients list by 6%. 5,640 patients have signed up for text messaging. FFT is encouraging patient feedback, which in turn is being used by the Practice to improve services.
Efficient use of nursing and healthcare professionals time	To run clinics at 100% attendance	MJog system has improved the rate of attendance and allowed the Practise to efficiently use healthcare professional's time.

