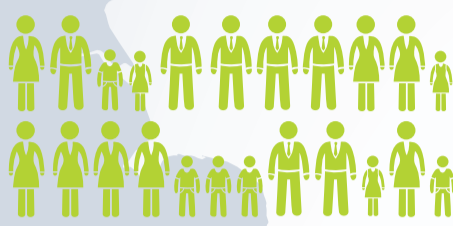


# Practice financial benefits for switching to digital communications\*



**100% reach to patient population**

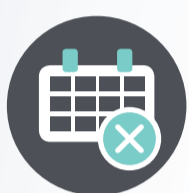
**8,000\*\***



Multi channel digital communications reach all your patients



Managing integrated patient care:



**Appointment Cancellations**

**£11,000 annual saving**

by using digital communications

Reduce DNA's

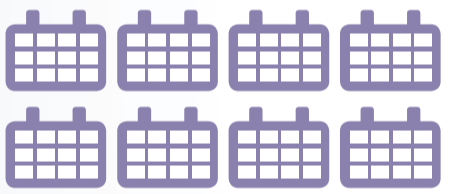


Hours lost (cost)  
Pre MJog  
**£174,166**  
Saving 60% in locum costs

Post MJog  
**£69,796**



**Appointment Reminders**

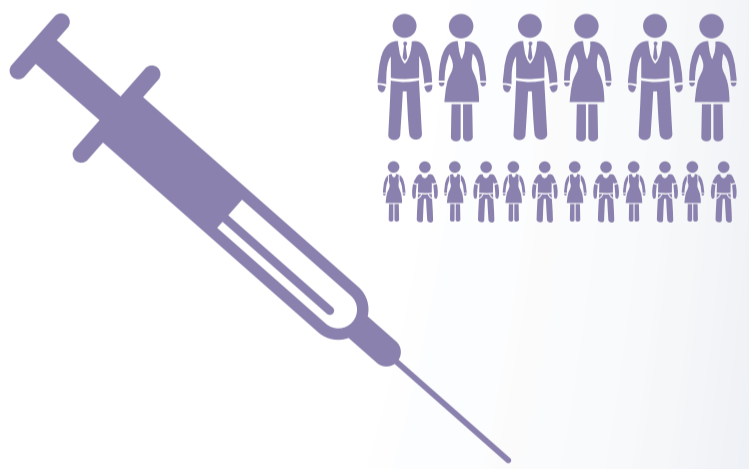


**£10,000 annual saving**



GP Contract - vaccination revenue

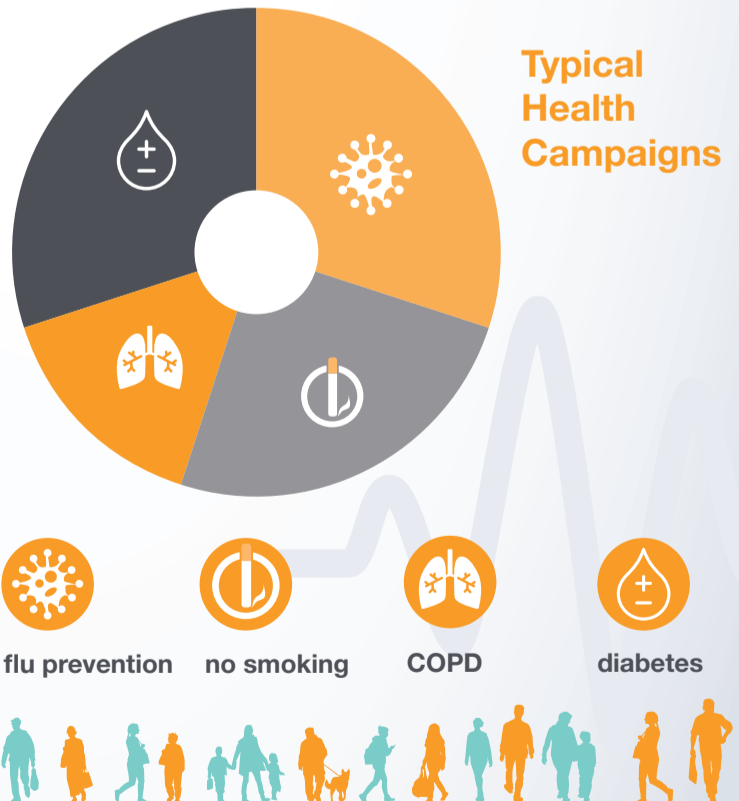
**£9.80 per patient**



**Health Campaigns**



**£28,500 annual saving**



Typical cost of one smoking campaign via post  
**£3,000**

smoking cessation



\*Based on one practice. Calculations based on savings achieved by practices using MJog Patient Messaging Services.  
\*\*Average patient population at one practice.