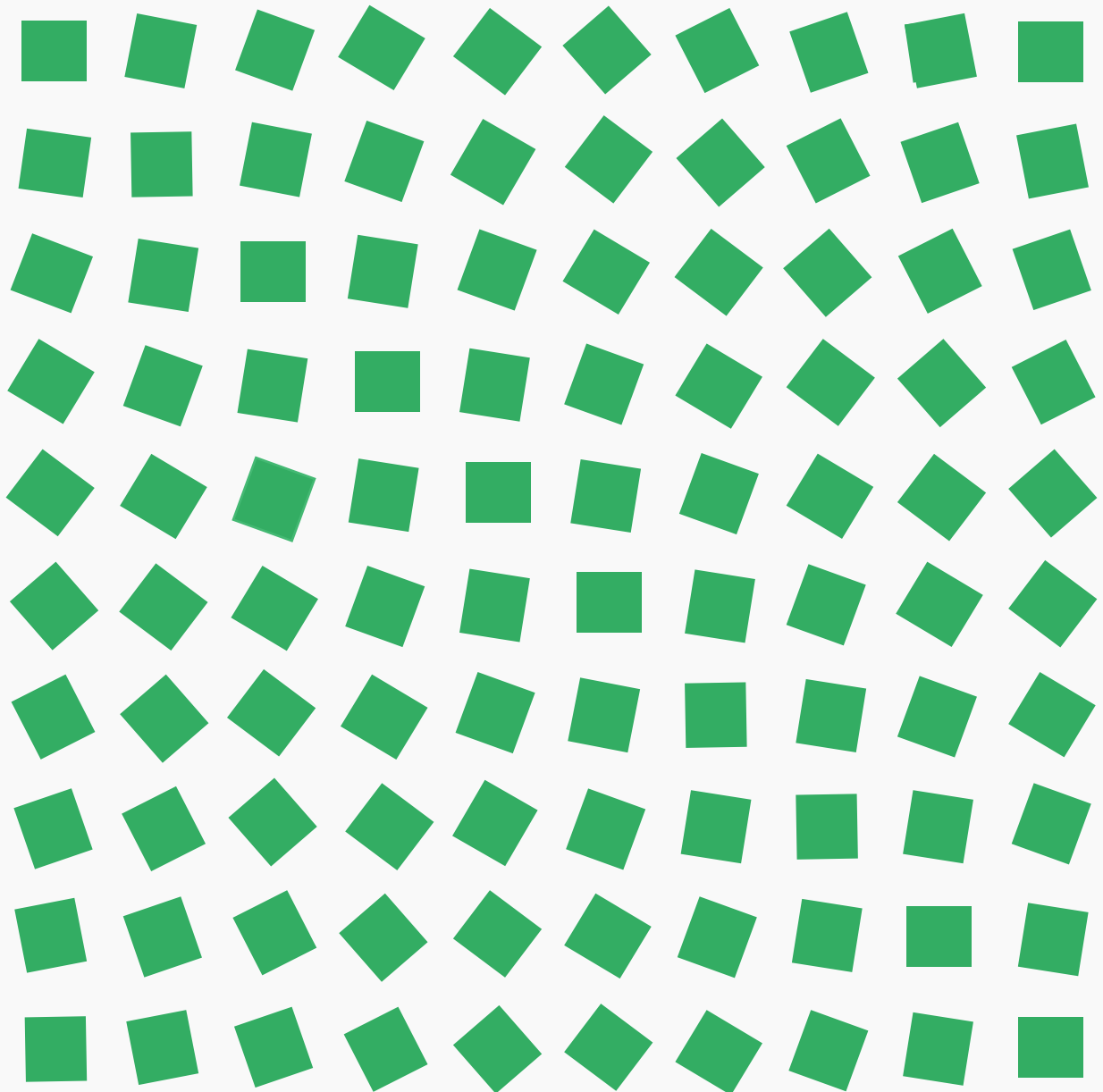


# Improving booking staff satisfaction, reducing DNA rates and improving patient experience



# Background

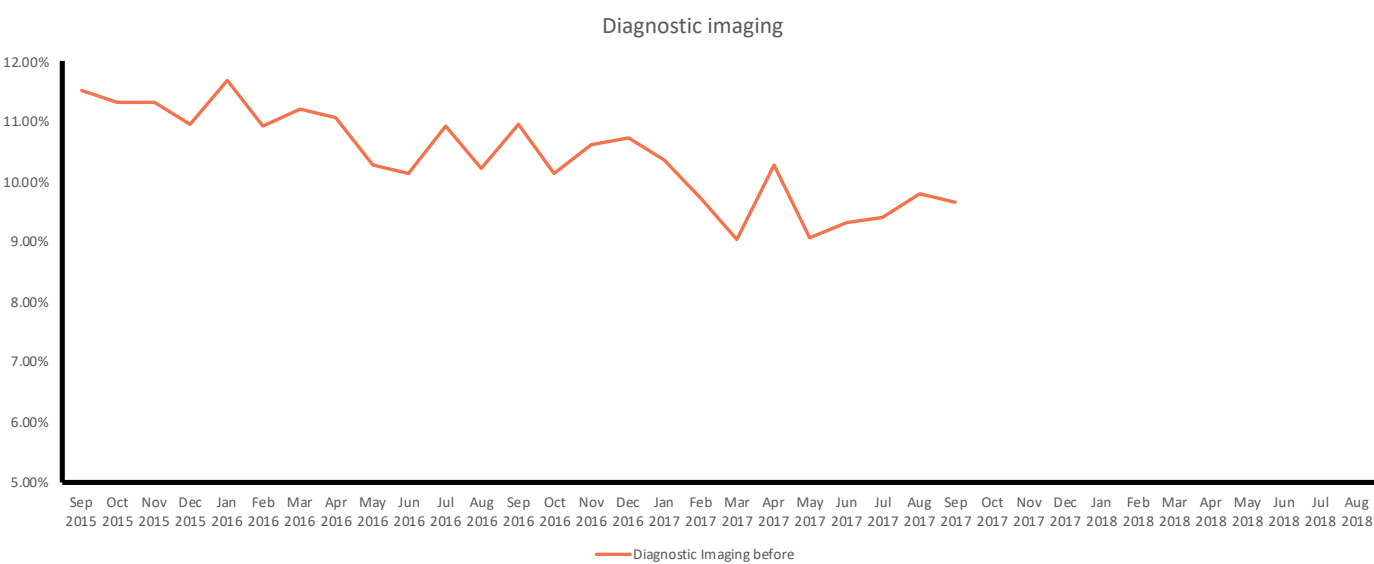
Whittington Health are an integrated care organisation based in North London providing both hospital and community services to the local population. The Trust helps over 500,000 patients annually with their 4,400 staff whose vision is to provide safe, personal, co-ordinated care for the community they serve.

Whittington Health provide a large range of services; including A&E, maternity, diagnostic, therapy and elderly care. Their mission is to help local people live longer, healthier lives.

# The Challenge

Whittington Health were faced with a multitude of challenges when it came to outpatients, including a high number of calls to their booking teams and high DNA rates.

The Trust identified that they needed a fundamental shift away from an inefficient approach to appointment bookings, and challenged DrDoctor to add a degree of simplicity to this process in order to lower DNA rates by a targeted 30% and improve booking staff satisfaction.



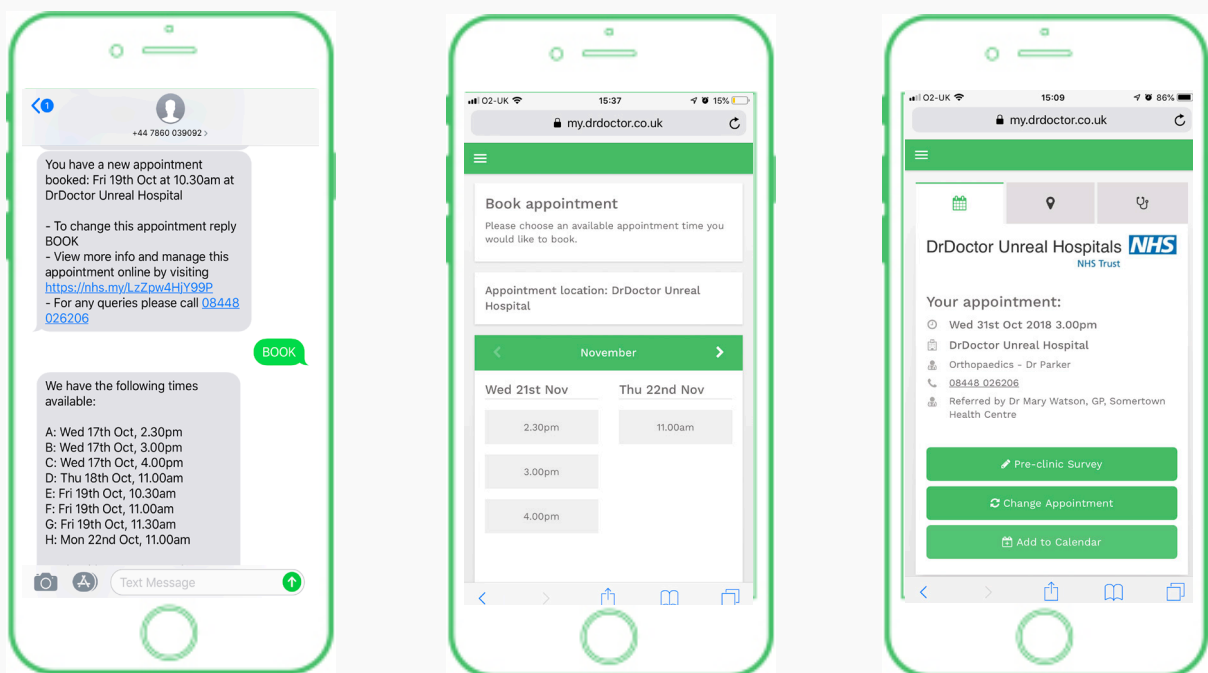
**Figure 1. Whittington Health's DNA rate for Diagnostic Imaging before DrDoctor.** Whittington Health were recording a DNA rate of 10.36% in Diagnostic Imaging. The Trust identified that the ideal solution would reduce the Trust's DNA rate by a desired 30%, and dramatically improve the time it takes for hospital staff to book an appointment.

# Our Solution

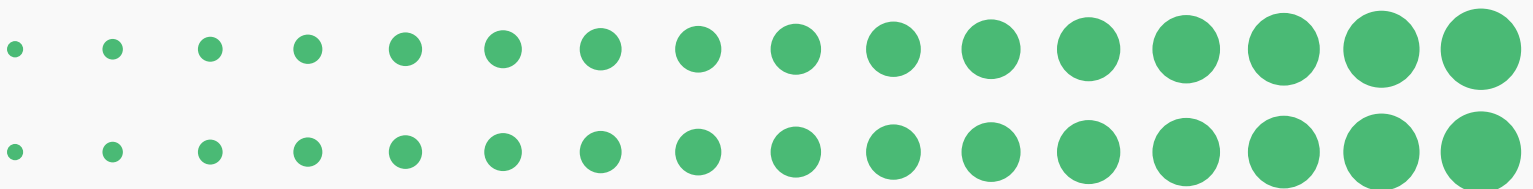
DrDoctor worked with Whittington Health to implement DrDoctor's **Scheduling module**, allowing the Trust to send two-way SMS messages, reminders and provide patients with the ability to reschedule their own appointments.

Large parts of the administrative workflow of patient booking management were automated to allow staff to focus on patients who need the most care. Automation of patient communication allowed for the improvement of DNA rates, patient experience and booking team satisfaction.

The project began with a pilot implementation in the Diagnostic Imaging department in October 2017, and was then rolled out Trust-wide once benefits were realised.



**Figure 2. Screenshots of the improved patient experience at Whittington Health.** Examples of the text messages patients receive, and the online patient portal where patients can view and reschedule their appointments online, and access appointment, location, and clinical information.



# The Results

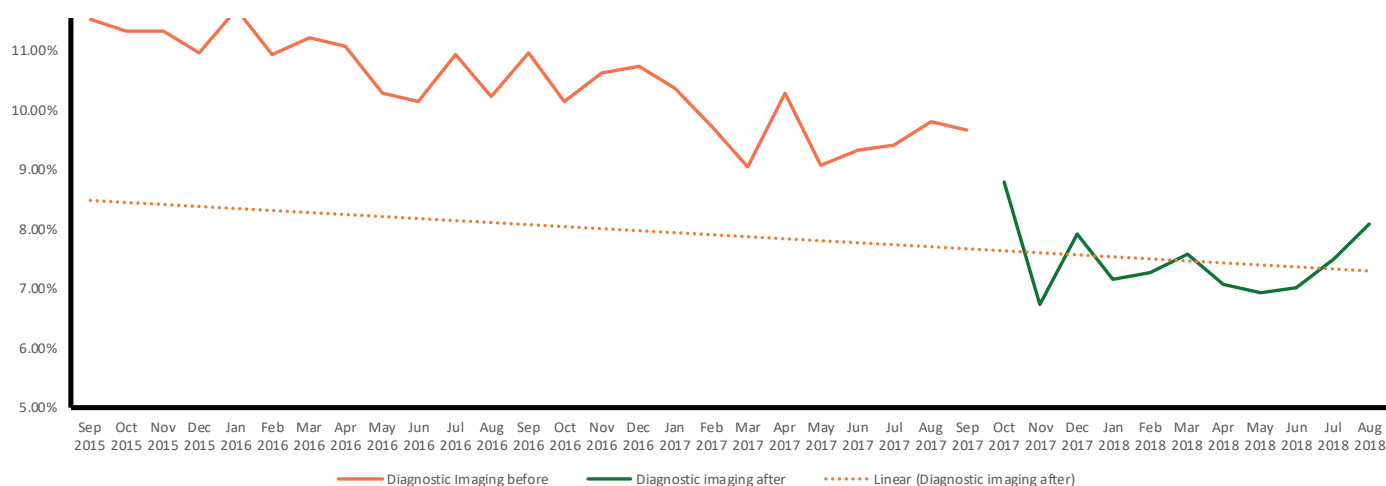
The implementation of DrDoctor was carried out in a timely manner, with the adoption of the product across outpatients. 64% of all outpatient clinics have access to the DrDoctor portal and are receiving appointment confirmation notifications and reminders. 51% of clinics are now using reshcheduling to give patients the ability to re-book their appointments as they see fit.

The aim of the project was to reduce the Trust's DNA rate by 30%. Diagnostic imaging served as the pilot site and pre-implementation (Sep 15 – Oct 17) their DNA rate was 10.36%. Since the project went live (Oct 17 – Aug 18) the DNA rate dropped to 7.32% - marking a **42% reduction in the overall DNA rate**.

In addition, the solution empowered the Trust's booking staff to manage appointment booking much more effectively.

To date, more than 4,500 appointment requests have been made through the DrDoctor portal and 99% of these requests have been actioned by booking teams within 32 hours.

Since 1st June 2018 more than 3,500 appointment requests have been made through the portal and 99% of these have been actioned within 28 hours, demonstrating booking efficiency has continued to improve at the Trust.



**Figure 3. Patient experience results show overwhelming preference for new text messaging solution.** A patient experience survey was sent to 200 patients. Of these, 68 replied. 53 had experienced both previous and new messages (14 had only experienced new and one replied 'other'). 35 (66%) responders answered that they preferred the new messages, 18 (34%) did not notice a difference and (0%) preferred the old messages.

**"Very helpful and clear - hopefully improves on non attendance prompting the patient to cancel or rearrange therefore freeing up appointments for others to attend."**

Booking Team Member  
Whittington Health

**"Really simple and easy to access!"**

Patient User  
Whittington Health

**"I'm most proud about how the Trust has adopted DrDoctor as part of their business as usual process. It is for this reason we have seen such great results."**

Anant Mehta  
Implementation Lead for The Whittington, DrDoctor

# DrDoctor