

TXT2REMINDEMAIL USE IN A PANDEMIC

1.0 Overview

With the proliferation of mobile phones and the uptake of the internet which, has fundamentally changed how businesses and people communicate. Communication costs have dropped to make cell phones highly accessible and the preferred style of communication for consumers and business across every sector. Text-messaging is instant and personal and this is resulting in a transformation of how business need to communicate effectively with their customers, traditional physical mail and land lines are becoming increasingly ignored by the population as they have moved to the internet and mobile world with its emergence. This trend holds true for patients and the mobile phone now being the preferred medium for receiving information about their health, immediately, wherever they are.

AY Technologies leverages this trend in communication and has been providing solution in the primary and secondary health sectors since 2006. Currently over 25% of GPs in the country utilise the platform which is heavily integrated with the practice patient management system. This enables the ability of communication with patients through electronic mobile text-messages, which can be utilised for appointment reminders, recalls for services and lab result notifications.

The solution provides GP practices with the ability of automating the process of appointment reminders, scheduled patients will typically be reminded of their appointments a day in advance allowing patients to cancel and other patients to receive the service in cancelled slots. In addition, clinical recalls and lab result messages can be generated within the patient management system ensuring maximum business process integration.

This document will focus on key areas in using the solution in emergency pandemic situations rather than general day-to-day uses of the system. This includes, preparing health primary healthcare GP surgeries with an effective communication media to communicate with the masses quickly and instantly via mobile text-messages.

2.0 Communication Strategy

The TXT2Remind system can enable GP practices to send mass emergency communications to staff, external authorities, patients, families and vendors via text message alerts. Based on the success we have found in the primary sector, the solution is very timely. It can allow GP Surgeries to manage communications regarding the current potential pandemic. This includes sending mass alerts to multiple patients advising patients:

- Who they should contact in their suburb
- Advising of the designated centres
- Recalling for vaccination once released in 1-2 months
- Once during recovery, GPs and Nurse can engage on text-message consultations to advise patient to keep fluids up and ask how they are feeling via either prompting the patient to text-back or call.

3.0 Installation and Training

The turn around time to install and train a GP practice is between 2-4 hours depending on the practice size. The solution supports 2-way text communications for any type of emergency including the current Swine Flu outbreak.