



WITH FUNDING FROM



LOW COST TELEHEALTH SERVICES FROM MESSAGE DYNAMICS USE AUTOMATED INTEGRATED VOICE RESPONSE (IVR) CALLS TO IMPROVE PATIENT CARE AND MEDICINES ADHERENCE.

Improving Patient Care

IVR improves earlier reporting of exacerbations in COPD patients.

Problem

How to achieve earlier recognition of symptoms and therefore a reduction in exacerbations and unplanned admissions.

Method

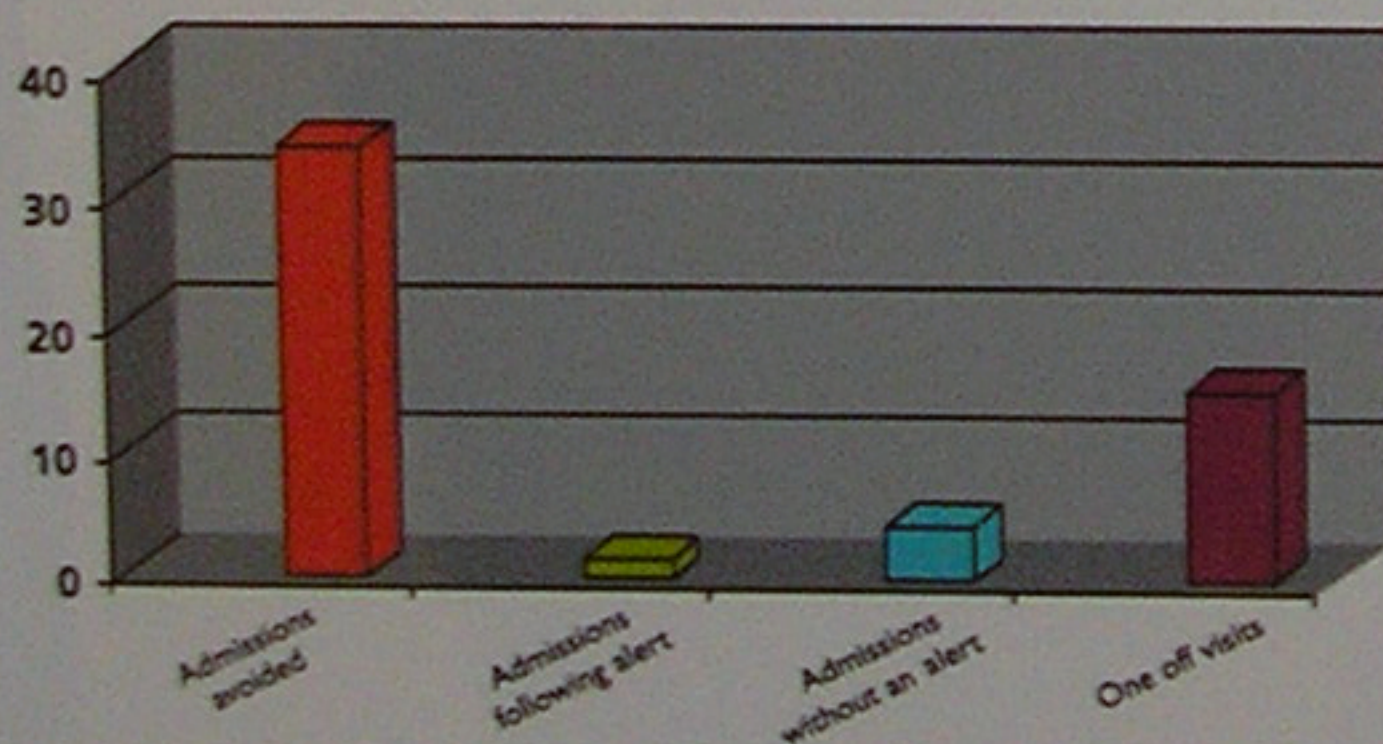
Patients received twice weekly telephone calls.

Questions Asked

- How short of breath are you today?
- How wheezy is your chest?
- Do you have a new cough today?
- Are you bringing up more sputum than usual?
- Has any sputum you are bringing up changed colour?

Data recorded included: what and how many alerts were triggered, the number of contacts following the alerts, what treatment was initiated and the consequences of the episode e.g. admission to hospital, admission avoided.

Intervention Following Alert



Conclusion

The use of IVR to identify patients at risk of an exacerbation reduces hospital admissions.

NHS Evaluation

- Improved Patient Health ✓
- Reduced Admissions ✓
- Saving Over £1,500 Per Patient Per Year ✓

The Monitor service currently supports patients with COPD, Heart Failure and Asthma.

Customers include:

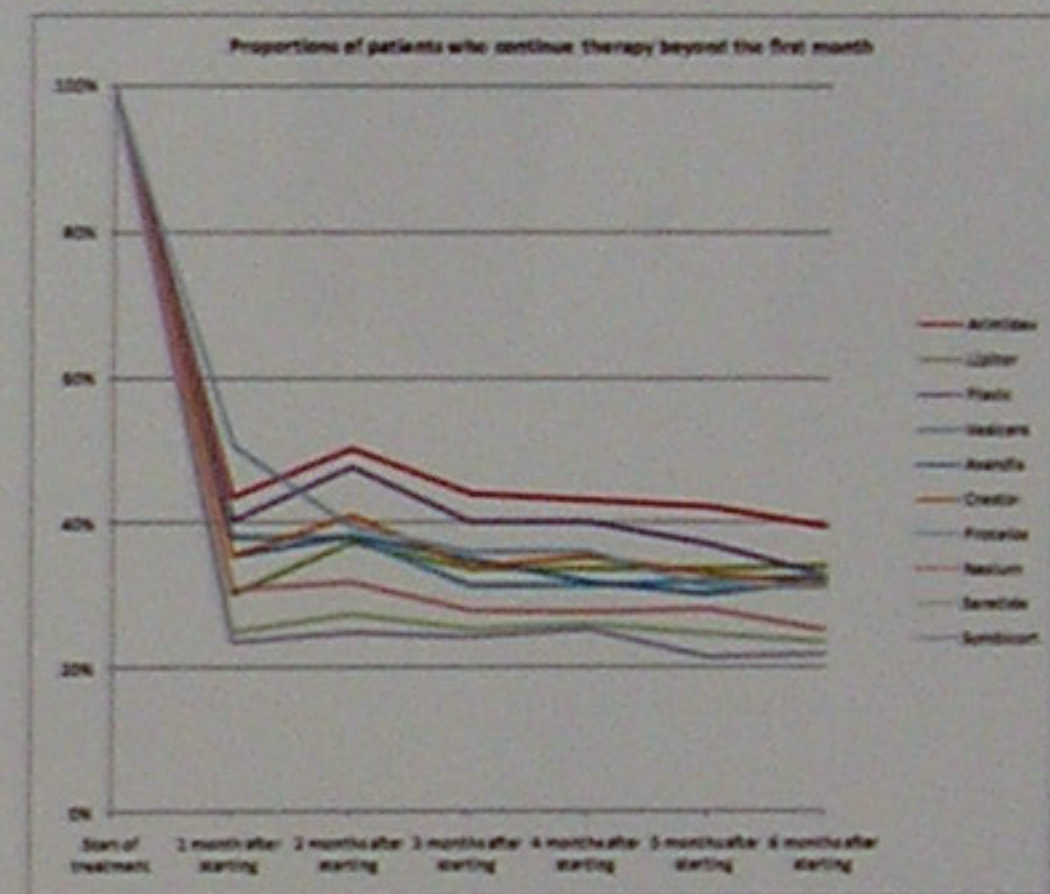
Frimley Health NHS Foundation Trust
Berkshire Healthcare NHS Foundation Trust
Isle of Wight NHS Trust
Hampshire Hospitals NHS Foundation Trust

Improving Medicines Adherence

Adherence service doubles the rate at which patients return to the pharmacy for a repeat prescription.

Problem

A large proportion of patients fail to continue their prescribed therapy beyond the first month.



Method

Patients who were diabetic received a message as an automated voice call (in English or Punjabi according to the patient's preference) on the day after they received a new medicine, to identify whether they were at risk of being non adherent. Follow up messages were sent every 2 weeks then every month for the first 3 months.

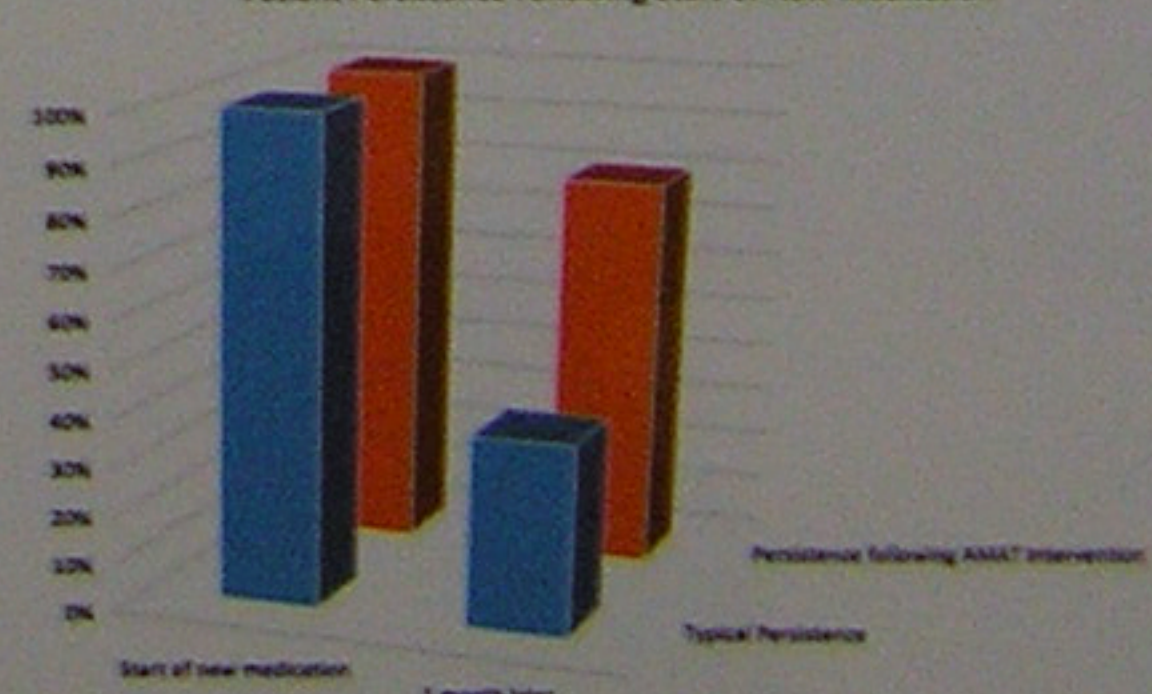
Questions Asked

- Do you understand why you have been prescribed the medicine?
- Do you intend to take the medicine as prescribed?
- Do you understand the side effects?
- Is there anything worrying you that might stop you taking your medication? (In the follow up messages the questions were similar but not exactly the same).

Conclusion

Response rates were high with 89% of patients responding to at least one message. Of those patients that responded, 55% indicated they were at risk of being non adherent.

Patient Persistence Following Start of New Medication



The rate at which patients continued with their medication increased from 38% to 81%.

Customers include:
ProStraken