

Case Study: Wideopen referral reduction through Access

The North Tyneside Clinical Commission Groups Transformation team designed, developed and deployed a mobile application for patients to access Wideopen Medical Practice Centre 24/7 and order repeat medications



The Challenge

Wideopen Medical Practice has always been at the fore front of new technology and innovations. During a project to reduce referrals from the practice the practice manager expressed an interest in testing Mobile apps to increase access levels for patients and reduce the volume of calls to reception.

Aim of project

- Improve the current process / ways of working and eradicate waste regarding patient interactions especially appointments and prescriptions.
- Increase access levels for younger service users.
- 24/7 appointment and prescription access for patients.
- Attract new patients to practice.
- Help new users locate the practice and find out what services are available.
- Increase the use of technology within the practice.

Research & Analysis

- Speak to staff and patients involved with practice.
- Look locally and nationally for similar uses of technology.
- Find out what is needed vs what is possible.
- Digital marketing and advertising.
- How to create a multi-platform application across 3 different technologies Android, iOS & Windows.
- Usability Comparison.
- Mobile Technology research
- Policies research
- Mobile Telecommunications strategy

Features

- Point and press usability throughout
- Access to practice information and social media updates
- Access to service information via sliding menus
- On-Line Appointment booking
- Order repeat prescriptions
- Map functions
- Registration forms
- Calendar functions
- Opening times
- Clinicians times
- Walk-in info
- Call from App

The results

The app has been downloaded and installed 8 times on Android, 20 times on Windows phone and 19 times on iOS this equates to less than 1.0% of the practice population so it is not possible to judge if the use of the app is likely to be successful. The volume of patients booking on-line and using the on-line prescriptions has increased massively however there has been lots of work that sits outside of this project so it would be unfair to claim any of this as success. The app has received positive feedback from staff and Patient Forum members. To perform any real analysis this would need to be advertised more and reviewed again at a later date.

