

## Item: 8.5

<b>Report to:</b>	Primary Care Commissioning Committee
<b>Date of Meeting:</b>	23 <sup>rd</sup> February 2018
<b>Subject:</b>	Implementation of MJOG in Primary Care
<b>Presented by:</b>	Hayley Patterson, Assistant Primary Care Contracts Manager, NHS England
<b>Author:</b>	Hayley Patterson, Assistant Primary Care Contracts Manager, NHS England

<b>STATUS OF THE REPORT:</b>			
To approve	<input checked="" type="checkbox"/>	To endorse	<input type="checkbox"/>
To ratify	<input type="checkbox"/>	To discuss	<input type="checkbox"/>
To consider	<input type="checkbox"/>	For information	<input type="checkbox"/>
To note	<input type="checkbox"/>		

<b>PURPOSE OF REPORT:</b>
The purpose of this report is to:
<ul style="list-style-type: none"> <li>• Inform the committee about the MJOG service and its functionality;</li> <li>• Seek approval for the implementation of MJOG and approve length of licence to be funded and;</li> <li>• To seek approval to use the PMS Premium monies 2017-18 to implement MJOG within Hull GP Practices.</li> </ul>
<b>RECOMMENDATIONS:</b>
It is recommended that the Primary Care Commissioning Committee:
<ol style="list-style-type: none"> <li>a) Consider and approve the implementation of MJOG in GP Practices across the CCG and</li> <li>b) If the implementation of MJOG is approved, the committee approve the use of PMS premium monies 2017-18 to fund roll out across the city.</li> </ol>

**REPORT EXEMPT FROM PUBLIC DISCLOSURE**No  Yes 

If yes, grounds for exemption  
(FOIA or DPA section  
reference)

<b>CCG STRATEGIC OBJECTIVE</b> (See guidance notes below)	<b>ASSURANCE FRAMEWORK SPECIFIC OBJECTIVE</b> (See guidance notes below)
The report links with 21st Century Primary Care and to ensure that patients receive clinically commissioned, high quality services.	<ul style="list-style-type: none"> <li>• 21st Century Primary Care</li> <li>• Patients receive clinically commissioned, high quality services</li> </ul>

<b>IMPLICATIONS:</b> (summary of key implications, including risks, associated with the paper),	
Finance	Specific funding details are included within the report.
HR	None
Quality	None
Safety	None

<b>ENGAGEMENT:</b> (Explain what engagement has taken place e.g. Partners, patients and the public prior to presenting the paper and the outcome of this)
Engagement has taken place with the 4 practices which currently have MJOG as well as North Lincolnshire CCG who have also implemented MJOG. The CCG has been approached by a number of practices which have expressed an interest in implementing MJOG within their practices.

<b>LEGAL ISSUES:</b> (Summarise key legal issues / legislation relevant to the report)
None

**EQUALITY AND DIVERSITY ISSUES:** (summary of impact, if any, of CCG's duty to promote equality and diversity based on Equality Impact Analysis (EIA). **All reports relating to new services, changes to existing services or CCG strategies / policies must have a valid EIA and will not be received by the Committee if this is not appended to the report)**

	<b>Tick relevant box</b>
An Equality Impact Analysis/Assessment is not required for this report.	X
An Equality Impact Analysis/Assessment has been completed and approved by the lead Director for Equality and Diversity. As a result of performing the analysis/assessment there are no actions arising from the analysis/assessment.	
An Equality Impact Analysis/Assessment has been completed and there are actions arising from the analysis/assessment and these are included in section xx in the enclosed report.	

**THE NHS CONSTITUTION:** (How the report supports the NHS Constitution)

The report supports the delivery of the NHS Constitution as the commissioning of primary care services will aid in the delivery of the following principles, rights and NHS pledges:

- 1) The NHS aspires to the highest standards of excellence and professionalism
- 2) NHS works across organisational boundaries and in partnership with other organisations in the interests of patients
- 3) Quality of care

# IMPLEMENTATION OF MJOG IN PRIMARY CARE

## 1. INTRODUCTION

The purpose of this report is to:

- Inform the committee about the MJOG service and its functionality;
- Seek approval for the implementation of MJOG and approve length of licence to be funded and;
- To seek approval to use the PMS Premium monies 2017-18 to implement MJOG within Hull GP Practices.

## 2. BACKGROUND

Both nationally & locally, it is recognised that there is an increase in demand for appointments within Primary Care. This issue is further compounded by patients not attending for the appointments they have booked.

Currently, practices can remind patients of appointments via an SMS text messaging service. This texting service is outbound only so if patients want to cancel or change their appointment they have to ring the practice to do so. If patients are unable to get through on the telephone, they may abandon the call and then fail to attend their booked appointment therefore wasting a primary care appointment.

The cost of this text messaging service is currently picked up by the CCG via a contract with EE. The average monthly cost for this service is £2,360 and the average number of text messages sent per month is 127,379\*.

*\*These figures currently include messages sent through Healthshare (physiotherapy service) and the CCG.*

## 3. INFORMATION

### 3.1 What is MJOG?

MJOG is more than a text reminder service; it's a 2-way, safe & secure, patient messaging service that allows the practice to send messages to the patient which the patient can respond to in a few simple clicks.

Patients can interact with the practice through the MJOG app which can be downloaded free onto mobile phones and is free to use thereafter.

MJOG can be used to send:

- Appointment reminders to patients who can then respond directly if they need to cancel their appointment
- Appointment confirmations for book on the day appointments
- Health check call and recall reminders
- Information about public health campaigns and individual subject matters such as immunisations, smoking status or flu clinics

The GP Forward View supports the “greater use of technology to enhance patient care and experience”. MJOG provides another method for contacting and interacting with the GP practice.

All of these interactions with patients are sent using a safe & secure messaging service which encrypts messages in transit and secured with 256 SSL. They are also READ coded directly on the clinical system so messages sent and associated responses will automatically appear in their patient record and create an audit trail for the practice and the patient.

The practice are able to advertise public health campaigns and gain responses to public health related questions. This will enable them to achieve QOF and other health related targets and will ensure that the patient records are up to date.

There is the potential to roll out to other services, Healthshare currently use the SMS text messaging service to remind patients of appointments so would benefit from all that MJOG can offer.

### **3.2 Benefits of using MJOG**

#### **For the Patient**

- ✓ Patients can receive confirmation of appointments and appointment reminders
- ✓ Patients can cancel appointments in response to reminder/confirmation received at no cost to the Patient
- ✓ Patients can keep their records up to date – i.e. smoking status
- ✓ Patients can receive more informative messages, compared to SMS, with styled text and images allowing for clear and branded Practice communications
- ✓ Easy access – it’s a simple process to cancel appointments in ‘one click’, provide feedback to FFT, or complete patient surveys
- ✓ Building greater online engagement with patients

#### **For the Practice**

- ✓ Improves access to primary care by allowing patients to cancel their appointments which can then be re-booked for other patients
- ✓ Reduces DNA’s
- ✓ Simple message delivery and reply function
- ✓ Read-coding applied automatically into the patient’s record – gathers information quickly and keeps patient information up to date i.e. smoking status
- ✓ Greater efficiencies than letters or SMS – faster communications and improved awareness
- ✓ Patients can interact with the Practice about health-related subjects, such as immunisations, smoking status or flu clinics
- ✓ Reduces workload on practice staff as patients can respond direct through text messaging rather than ringing the reception team
- ✓ Can support Friends and Family Test
- ✓ Allows the practice to target and communicate with those patients who are hard to reach

### **3.3 Training**

There is a wide range of training available for practices and their staff to ensure that it fits the needs of all individuals and favoured learning styles. This includes:

- Telephone/email support desk
- Online support centre
- CCG hosted (classroom style) group training
- individual remote training
- Online Webinars
- Training videos
- Interactive training guides
- How to guides
- Digital manual

Practices will be required to join an initial webinar. There will then be two further sessions with the practice; one to install MJOG and the other to train the practice staff in how to use it. One month after deployment there is a classroom session hosted by the CCG for some refresher training. The practices also have access to videos and 'how to' guides. The cost of training and ongoing support is included in the price of the package.

### **3.4 Patient Information**

In terms of patient information, MJOG can provide:

- Information that can be installed on the TV displays within practices
- Smart packs to practices – posters, leaflets etc
- Mass mail to patients to notify them of the service, gain consent

### **3.5 Feedback**

There are currently 4 practices using the basic package of MJOG in Hull which has been funded through the practice. This allows the practice to send reminders, results messages and chronic disease invites to groups of patients. All of the practices report positive experiences.

Through the implementation of MJOG, one practice has reported that they have been able to re-appoint 5-7 appointments per week through patients cancelling their appointments. To support better usage of MJOG, the practice have proactively recorded patient mobile numbers which has resulted in the practice having up to date mobile numbers for 75% of their practice population.

Patient feedback is positive and patients have reported relying on MJOG for appointment reminders.

All practices have fed back that they are not utilising the service as much as they could and would like the direct replies so would benefit from the higher package and further training along with the practices utilising it for the first time.

## 4. Finance

### 4.1 Cost of current text messaging service

In October 2015, the NHS Mail SMS Messaging Service novated to EE with whom the CCG currently holds a contract. This allows GP Practices to send reminder messages to patients via SMS text messaging. Between Nov 2016 and Nov 2017, there were 1,390,588 text messages sent from GP Practices. The spend for this period was £34,561.74\*.

\*These figures currently include messages sent through Healthshare (physiotherapy service) and the CCG.

### 4.2 Cost of MJOG

#### 4.2a MJOG premium and MJOG Smart

This package costs £720 per year and includes:

- 2 way text messaging service so can patients can directly respond to cancel appointment
- An app that can be downloaded onto SMART mobile phones
- Letters being sent either via the app or via SMS to other phones
- Chronic Disease Review Health questionnaires sent by text, depending on responses determines whether a patient comes in for an appointment
- One click to make on-line appointment (NHS England online, EMIS access / S1 on line if patient is registered with this)

#### Comparison between individual practice pricing and CCG pricing

	Individual Practice Pricing for MJOG premium and MJOG Smart		CCG Pricing for MJOG premium and MJOG Smart	
	1 year	3 year	1 year	3 year
	£720 x 40	£2,160	£576 x 40	£1,620 x 40
<b>Total</b>	<b>£28,800</b>	<b>£86,400</b>	<b>£23,040</b>	<b>£64,800</b>

#### 4.2b Cost to the CCG

If the CCG approves a 1yr licence then the additional cost to the CCG will be **£23,040** and if a 3yr licence is approved, then the additional cost to the CCG will be **£64,800**.

There will still be the SMS messaging costs to take into account (see 4.3a) but these will reduce year on year.

### 4.3 Assumptions

#### 4.3a Double running costs

Within the first year, it is assumed that there will be double running costs as the CCG will be paying for MJOG and SMS Messaging.

1yr			3yrs		
SMS	CCG Pricing	Total	SMS	CCG Pricing	Total costs

<b>Messaging</b>	<b>for MJOG premium and MJOG Smart</b>	<b>costs for 1yr</b>	<b>Messaging</b>	<b>for MJOG premium and MJOG Smart</b>	<b>for 3yrs*</b>
£34,561.74	£23,040	<b>£57,601.74</b>	£103,685.22	£64,800	<b>£168,485.22*</b>

*\* The 3yr costings are based on current use of the SMS text messaging service multiplied by 3 and is the worst case scenario as it is hoped that the SMS messaging costs will reduce over the first year and going forward*

#### **4.3b Text Messaging Costs**

MJog Smart is a subscription service with no message cost. MJOG Smart uses the MJOG Messenger App to send messages which are free to patients who have smart phones and have downloaded the app. This means that the number of SMS text messages sent will decrease. It is difficult to quantify what this reduction will be.

#### **4.4 Practices that currently have MJOG**

MJOG have confirmed that those practices currently under contract have two options:

1. To be refunded the remainder of their contract
2. To be refunded what they have already paid and the CCG pick up the full year effect

The CCG will engage with those practices who currently have a contract with MJOG to ensure that they are included in the funding identified above and will ensure that these practices are not left out of pocket.

### **5. Other Considerations**

#### **5.1 Challenges**

Success depends on mobile numbers being up to date. Practices could actively engage with patients to ensure mobile numbers are up to date prior to implementation and it could be part of the information to patients.

#### **5.2 Rollout**

Following approval of the funding, the intention is to implement MJOG in practices across the city, in a phased approach. The roll out still needs to be worked through fully but could be implemented at individual practice level or at a grouping level.

### **6. RECOMMENDATIONS**

It is recommended that the Primary Care Commissioning Committee:

- (a) Consider and approve the implementation of MJOG in GP Practices across the CCG and
- (b) If the implementation of MJOG approved, approve the use of PMS premium monies 2017-18 to fund roll out across the city.