

Automated Vaccine Message Service

Sesui are being asked by a number of clients to support the COVID vaccine rollout program. Every organisation running a program has its own unique circumstances to manage, so no single approach can work for all. Sesui work with you to support your local model and help to facilitate the way that you want the telephony element of your service to operate.

Trusted phone numbers

Using a number that is familiar to and trusted by the caller means that patients are more likely to answer the call, leading to improvements in patient response to appointment calls by presenting a familiar number to the caller e.g. their GP surgery number.

The single biggest impact on getting an appointment booked in is the number a call/SMS is sent from. Just think about the hierarchy of trust for the numbers that pop up on a caller's phone. We all trust some numbers more than others. This is what our research says:

Most Trusted - Number registered in your phone
e.g. your GP's surgery

01/02xx - A local number, often trusted if you recognise it as local

07xxx - A mobile number, unless you recognise it, it's not trusted

03xxx - Low trust due to the generic origin of the caller

08xxx - Low trust as it's linked to unsolicited sales/PPI calls

Least Trusted - Number withheld - most likely to ignore the call



We will help you to optimise the rollout program and make sure that your appointment team has the best chance of speaking to the caller by presenting the number most likely to be answered.

Communication at scale

Automation of appointment notification and scheduling using a voice message and call-back functionality - ideal with challenging large-scale appointment management using a voice message delivered to any phone.

With an average Primary Care Network (PCN) needing to set up more than 100,000 appointments for vaccination, using automated voice messaging is an efficient way to engage with the many thousands of patients you will need to reach.



Traditional methods of communication such as SMS and email can be missed by patients, seriously impacting the efficiency of the rollout programme and directly impacting vulnerable groups. Going as low-fi as possible with a phone call creates the best reach for the appointment setting. Using a voice message (like sending a voicemail message) to inform patients about vaccination appointments helps because:

KEY FEATURES

- 1 The message is received on any phone, mobile or landline, registered to the patient.
- 2 A voice message is individually recorded for each GP Practice giving clear tailored guidance on a patients' vaccination appointment time and location.
- 3 The voice message call can come from a familiar telephone number, such as the patient's Surgery.
- 4 From the voice message a patient can choose to be connected directly to a vaccination team if required.
- 5 All incoming calls from patients can be received on any phone within the PCN, at any location, logged and securely recorded.
- 6 All responses from patients are logged and accessed through a detailed report showing confirmed and re-arranged appointments and all patients not contacted.

Flexibility for the workforce

Remote/Home working for appointment team - Supporting remote appointment booking teams in allowing home/flexible workers to make/receive calls in setting up appointments. Avoiding staff using their personal mobiles to make or receive calls.

On a working day, 9am to 5.30pm, send appointment notifications for over a 1,000 appointments. Estimates show that 40% of these appointments will be confirmed without any human interaction.

For a further 30% of patients the need to re-arrange appointments can be achieved through a call into a dedicated admin team, direct from the voice message. With lockdown restrictions make sure your appointment team can work from any location, using any phone - with all call costs centralised and calls logged and securely recorded as required.

The remaining 30% of patients will require a mix of communication tools and operations to secure a vaccination. A good example are house-bound patients, where a vaccination is needed in the home. Using a service like Doc Abode to optimise the home visit schedule will be key to an efficient rollout to this critical group.

We recognise that the program will need to be flexible, with fluctuating supplies, changes in the number of callers, the types of patients being contacted and the location of vaccination sites – we are fully adaptable to those changing demands as soon as they happen.

To learn more about Sesui's automated vaccine message service, please contact Wayne Llewellyn, Specialist Clinical Director, at wayne@sesui.com or call 03445 605 607.



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