



“I’m really pleased with the result so far. The reminders seem to be making a real difference. I hope that patients find the service helpful and it makes it easier to cancel or rearrange. If we know a patient won’t be attending, we can offer the appointment to someone else. By making sure all of our appointments are used, we can see more patients and sooner.”

**David Moss**  
Deputy General Manager for Outpatients  
Great Western Hospitals NHS Foundation Trust

Great Western Hospitals (GWH) NHS Foundation Trust has seen a 35% reduction in the number of patients missing outpatient appointments, since using ERS Medical’s Chronos telephone reminder service. The technology provided by ERS Medical group company 360CRM reduced the number of DNAs (Did Not Attend) by 260 appointments in the first week.

The Chronos Appointment Confirmation service is the market leader and uses a blend of agent calls, automated Interactive Voice Response (IVR) calls, SMS and email to improve efficiency and generate vital cash income and savings.

Patients receive a text message or automated telephone call around a week before their appointment, reminding them of the location, date and time of their appointment and asking them to confirm, cancel or rearrange. The Trust has sent out 21,596 text messages and made 25,433 automated telephone calls since a pilot was launched in April targeting outpatients with appointments at GWH and the Trust’s community hospitals in Wiltshire.

### Cost savings

As well as being a convenient reminder for patients, the service aims to reduce the number of missed appointments to benefit the Trust. Last year 39,871 patients missed their outpatient appointment, costing the Trust over £4 million. Every missed appointment costs the Trust £108 on average.

Following its success the service has been extended to benefit physiotherapy outpatients with appointments at hospitals, surgeries and health centres across Wiltshire.

### FACTS ‘N STATS

**35%**

Reduction in the number of patients missing outpatient appointments

**260**

Appointments in the first week through reduced DNAs

**£108**

Is the average cost to the Trust of every missed appointment

### Driven by Patient Care

To find out more about our services please contact

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