

Increasing usage of the NHS App through email campaigns

With the new Batch Email functionality with Accurx, practices can send FREE promotional campaigns to patient groups if they have an email address, as the batch emails do not fall back to SMS if unread.

We have created a set of EMIS searches and draft emails for NHS App promotion which targets different patient groups. All these message templates were formatted to be suitable for poor reading comprehension to make them more accessible.

These campaigns have been piloted across a sample of NEL practices/ and PCNS and resulted in average **increases in logins by 29%** and **an average increase in repeat prescriptions ordered via the App by 12%**.

What to do before sending emails

1. Increasing/Validating the patient emails you have

You can run this search to understand how many of your patient records contain an email address. You may wish to increase the number of patient emails you hold in order to increase the reach of any email campaigns.

The Cranham Medical Centre/ Avon Road Surgery based in Upminster undertook the following actions to increase the number and validate the patient emails they had. This has resulted in a significant shift in how they're patients receive messages. Prior to these activities, over 90% of messages were received by patients as SMS messages whereas latest data shows nearly 50% of messages are being received by patients via email.

- Shared messages on their Facebook group asking patients to confirm their email address with practice
- Used AccurX floreys (prior to SMS spending caps) to ask patients to enter the right email address for them
- Asking reception teams to confirm name, telephone email address when contacting the surgery for an urgent appointment. This requires care in case of incorrect email spellings.

2. Ensure all of your practice messaging is consistent

It is important that the information in your practice also promotes the NHS App.

- A. Please ensure you promote the NHS App on your practice/ PCN website
- B. Include reference to the NHS App on your phone system hold message: Here is sample text you can use:



North East London

You can use the NHS App to order repeat medications, access your health record and test results, and send an online form to your GP. Download the app to your smartphone or tablet or visit www.nhsapp.service.nhs.uk on a computer

1. Ensure your staff understand the NHS App. They can learn more by watching the following [videos](#). If you'd like more support you can arrange training with your local IT Facilitator:

For Newham: Clive.sutherland@nhs.net
For City & Hackney: Raymond.berry@nhs.net
For Waltham Forest: Christine.donnelly4@nhs.net
For Tower Hamlets: Rina.Hakim@nhs.net
For Redbridge: Dmaddison@nhs.net
For Barking & Dagenham: Adelina.burton@nhs.net
For Havering: Pardip.bhandal@nhs.net

Scheduling Emails

1. Run the EMIS searches you have been sent as an attachment and upload the results into Accurx, using the draft emails within this document.
2. Stagger the emails sent to avoid patients receiving multiple emails in a short period of time. We suggested leaving 2 weeks between each email campaigns. Emails 1, 2 and 3 can be sent together and there will not be duplications between these groups. You could schedule emails in the following way:
 - a. Week 1 - Send emails 1,2,3 – Repeat Prescriptions, Diabetes, Hypothyroidism
 - b. Week 3 – Send email 4 – Viewing Test Results
 - c. Week 5 – Send email 5 – Switch On Notifications

Tracking Results

Using the NHS App Dashboard, you can track how usage of the app has increased. Unfortunately due to technical limitations of sending emails through AccurX you will not be able to check whether the email has been read or whether any links included in the email have been clicked.

You can view NHS App usage at your practice via the NHS App dashboard. For more details on how to access it, click [here](#). If you have any questions, please contact joseph.kallarackal@nhs.net

DRAFT EMAILS

1. Patients with repeat prescriptions in the last 3 months (not diabetic or hypothyroid) with email..... 3
2. Diabetic patients with email..... 3
3. Hypothyroid patients (excluding diabetic patients) with email 3
4. Patients with test results in the last 3 months with email 3

1. Patients with repeat prescriptions in the last 3 months (not diabetic or hypothyroid) with email

SUBJECT: Ordering Your Repeat Prescriptions on the NHS App

You can use the NHS App to order your repeat prescriptions. It's quick and easy to ask for your medication any time of day, without waiting on the phone or for appointments. You can see nearly all your medications, choose which you want to order and pick which pharmacy to send them to. You can check when medication has been approved, so you can collect it from the pharmacy shortly after. To get the NHS App, search NHS APP on Google or Apple Store on your phone or tablet.

This video explains how to order repeat prescriptions on the NHS App:

<https://bit.ly/repeatmedication>

2. Diabetic patients with email

SUBJECT: Managing health conditions with the NHS App

The NHS App can help manage diabetes. You can check your latest blood results, order your repeat medications, and get messages from your doctor.

You can also learn more about diabetes medicine, how it works and if there are any foods or drinks to avoid. Using the app is quick and easy and means you don't have to wait on the phone or for an appointment. To get the NHS App, search NHS APP on Google Store or Apple Store on your phone or tablet. You can view videos on how to use different parts of the NHS App below: https://bit.ly/NHS_APP_videos

3. Hypothyroid patients (excluding diabetic patients) with email

SUBJECT: Managing health conditions with the NHS App

The NHS App can help manage and track hypothyroidism. You can check blood results after a doctor has checked them and order repeat medications. You can also see your consultations and documents, all in the GP health record section of the NHS App. Using the app is quick and easy and means you don't have to wait on the phone or for an appointment. To get the NHS App, search NHS APP on Google Store or Apple Store on your phone or tablet. You can view videos on how to use different parts of the NHS App below: https://bit.ly/NHS_APP_videos

4. Patients with test results in the last 3 months with email

SUBJECT: Viewing Your Test Results on the NHS App



North East London

With the NHS App, you can easily check your test results online using a smartphone, tablet or computer, without waiting on the phone or for appointments. You can see your test results after a doctor has checked them, as well as your consultations and documents. These can be found in the GP health record section of the NHS App. To get the NHS App, search NHS APP on Google Store or Apple Store on your phone or tablet. This video shows you how to see your health record and test results on the NHS App: <https://bit.ly/healthtestresults>

5. All patients with email aged 16 – 100 years old with email address

SUBJECT: Receive secure messages from your GP on the NHS App

You can now receive direct, secure messages from your GP practice on your NHS App. This helps you keep your health messages in one trusted place. It is more secure than text messages, and using this service helps save the NHS money. To see how to turn on notifications, click here: <https://tinyurl.com/GPmsgs>