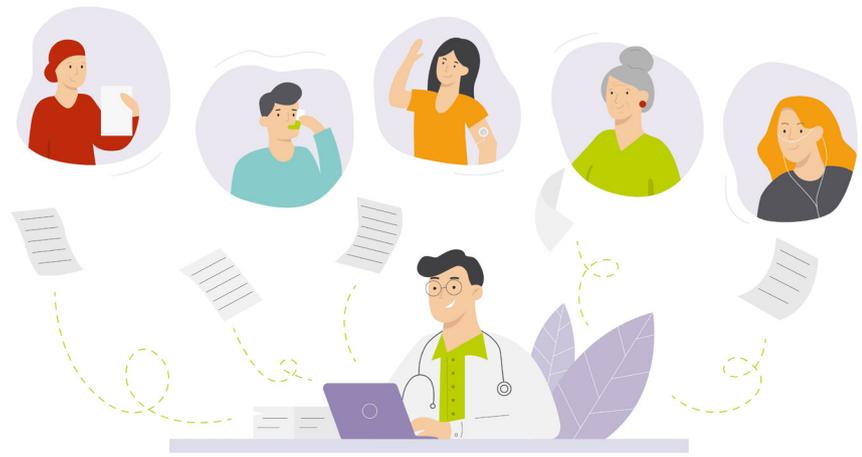




2020 Patient Engagement Guide

Learn how to engage with patients through digital technology.

With patients reluctant to visit practices due to COVID-19 it's essential that practices maintain good communication with patients to ensure excellent healthcare.



Keep messages short.

People are always busy, so it's important that communications are short and concise. By keeping your SMS messages short, not only do you save the NHS money by reducing the amount of segments needed to send the messages, but you also keep the patient more engaged.

Instead of including all the information in the message, you should instead attach a PDF or link to a website with the relevant information on. By doing this you can provide more information and in a more digestible format. It's also easier to keep information up to date as you can link to reliable sites such as the NHS.

Whilst MJog can support SMS messages of hundreds of characters, by linking to a website you can provide rich information that includes YouTube videos and the latest NHS advice. It's important to get your main message across quickly to capture the attention of your audience and then link them to further information where necessary - don't bombard them from the get-go.

Use images and attachments.

James Borden, MJog's Director of Client Services, has ensured that the process for adding attachments to messages is as easy as possible. "MJog users simply have to drag and drop PDFs into the message to the patient. We've developed

the system so that you can attach a PDF to an individual patient or send it to thousands through our new feature: Campaign Attachments." To find out more about how you can send a document to thousands of patients in just a few clicks, [click here to watch our video guide](#).

As well as using PDF attachments to messages to increase engagement, there's evidence to show that using images in messages also increases the engagement with the message.

Where possible, use relevant imagery to invoke an emotional response from your message. For example, if you're sending a 'Stop Smoking' message it would be effective to include an image of lungs blackened with tar.

There are a number of ways to include imagery in your messages:

- Use imagery on your website or landing page where you send patients from the SMS
- Send messages for free using MJog Smart Messenger

For practices that have MJog Smart it's possible to send messages to patients that include video, images, surveys, and unlimited characters. Additionally, the messages are free to send as they go via the internet instead of using SMS.

Messages that include images and PDFs will help you increase patient engagement as the information will be presented more interestingly and improve

the level of healthcare your practice offers due to increased understanding.

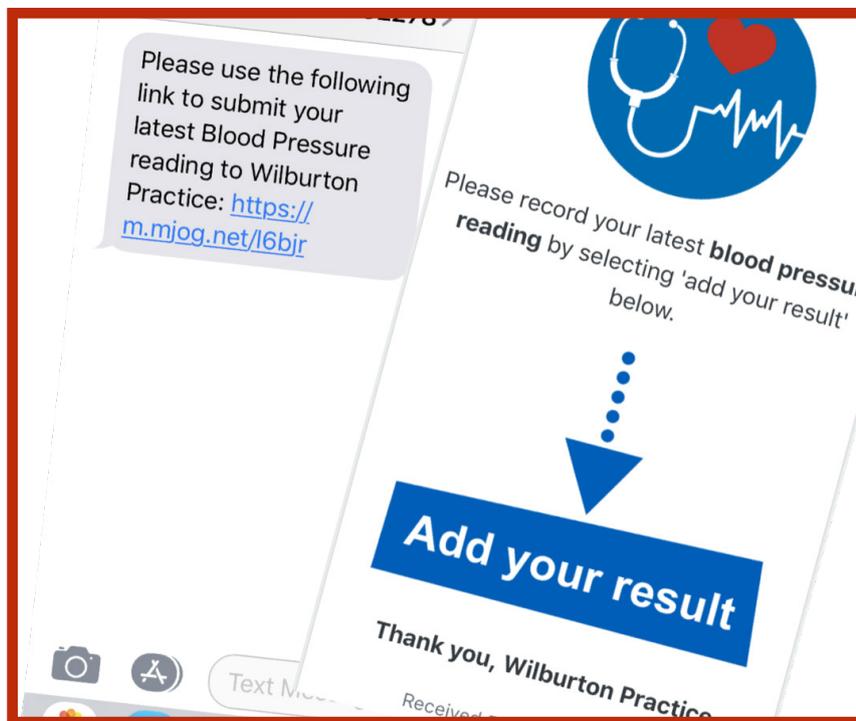
Use the right channels.

It's essential that your practice understands how to message customers effectively, using the right channels for the right people. Just like some people prefer to digest their news on an app, different people like to receive their healthcare information differently too.

As MJog is a full patient engagement platform, we enable practices to communicate with patients via Smart, Video, SMS, Email, and Voice. By having multiple channels to message patients you increase the likelihood of your message being received and understood.

Putting this into practice, for example, a person who is under 30 may prefer to receive their messages via Smart app instead of via email. Conversely, a senior member of the community may prefer to receive a simple SMS or an email. Somebody who struggles with reading may prefer to receive their message with Voice. By modifying your channel selection based

upon patient preferences, you increase the chance of it being read and understood, thus increasing patient well-being. As MJog is an intelligent patient engagement



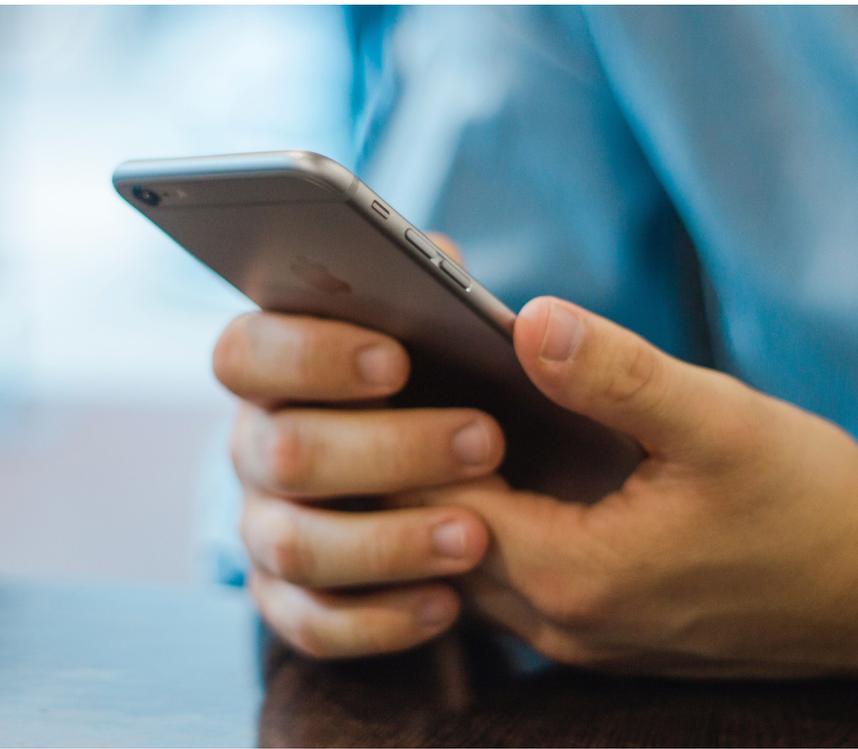
platform, it automatically chooses the best channel for each individual patient based on their preferences.

Invest in a complete patient engagement platform.

As the healthcare industry moves more towards telemedicine practices have the opportunity to capture more data on their patients than ever before. By using captured data intelligently and integrating it within MJog's patient engagement platform, savings can be made and funding freed for other uses in underfunded areas.

Services such as Patient Health Monitor, an extension of MJog Smart, enable patients to submit data via the internet on their own health. For example, a patient with





COPD or asthma could submit their peak flow readings and the GP would see this reading recorded against the patient record in their clinical system.

Partner services such as my mhealth further engage patients using digital technology. MJog partners with many leading healthcare partners and helps practices on-board patients to these services; this is especially valuable when the services have been funded in your area but are underutilised.

Be Smart.

Patients are now using more apps on their smart devices than ever before and it can be difficult for patients to decide on what healthcare app is most beneficial to them. MJog Smart, with the app MJog Messenger, is a great way to engage patients using app communications. Smart allows practices to communicate with patients via the internet, thus allowing for rich messages with videos and images included for free. Using a service such as

MJog Smart helps to bring NHS SMS costs down, as all messages sent via Smart and delivered on MJog Messenger are completely free.

As a result of the COVID-19 pandemic, patients are less keen to visit practices therefore making healthcare check-ups more irregular. This is where a service such as Patient Health Monitor (PHM), an extension of MJog Smart, comes into the fray. Patient Health Monitor allows patients to submit healthcare data that can be easily read by the GP and automatically coded into the clinical system. A great example is using PHM to monitor blood pressure as it allows for easy entry of diastolic and systolic blood pressure.

Key takeaways.

The big takeaway from our engagement guide is that digital services will ultimately save your practice time and money. Whether that's through partner services such as my mhealth, or through innovations such as MJog Video, digital communication is key to great patient engagement and 21st century healthcare.

In summary;

- Keep SMS messages short to engage with patients and save the NHS money
- Use engaging media such as images, videos, and PDF attachments in your SMS or Smart messages
- Use the right channel for each patient, ensuring you reach them in their preferred way
- Invest in a platform that can engage with patients on multiple channels, automate tasks, and save time.