

 **NZMA**
New Zealand Medical Association

Rotorua GP CME 2012

General Practice Conference
& Medical Exhibition



07-10 June 2012 | Energy Events Centre | Rotorua

>CONTACT US

mHealth efficiency in General Practice

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The big Question



How the patient mobile phone can be leveraged in General Practice to add efficiency ?



Lab Results – No News is Good News

70%-80% of test results come back normal

Job typically attention to nurse – nurses spend time on phones



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Doc's can text-message patients directly as they review

Free up nurse time / incoming phone calls

**MOUSE Mickey (130292.1)**

12344 Disney Land, 021120000, 02100000

A 3 - R

01 Jan 1945 64 yrs Male

JDR1234**DU****10.00****New Patient Document**

Main | More | Audit

Document Details

Document: TXTLab Tests OK (TXTL1)

To:

☐ Park Document

Hi Mickey, Your test results are ok. No further action required Practice Nurse

Document Options

Printer: Microsoft XPS Document Writer

Provider: Sam Eaves (SFE)

Copies: 1

Go Dot ...

Send To ▼

Print

Wizard

OK

Cancel

Help

 Clear  Email  Preview  Send Txt  Finish

Hi Mickey, your test results are ok. No further action required. Practice Nurse.

Recalls – Sending letters is yesterdays technology

Recalling Patients for Primary care services such as Imms, breast screening

Cost of a letter typically between \$5-\$8 per recall



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Nurse's can do their recalls with two key strokes

Improve patient response 6 times

From Quality perspective - Raukura Hauora o Tainui

Primary Care Immunisations rates - Service rollout Jan 2010

Service Rollout for 6 GPs

Systemise Pre-call / Recall Process

PHO & GPs received their target bonus – Waikato DHB won Imms Award



March 2010 Qtr	December 2010 Qtr	March 2011 Qtr
55%	88%	98%



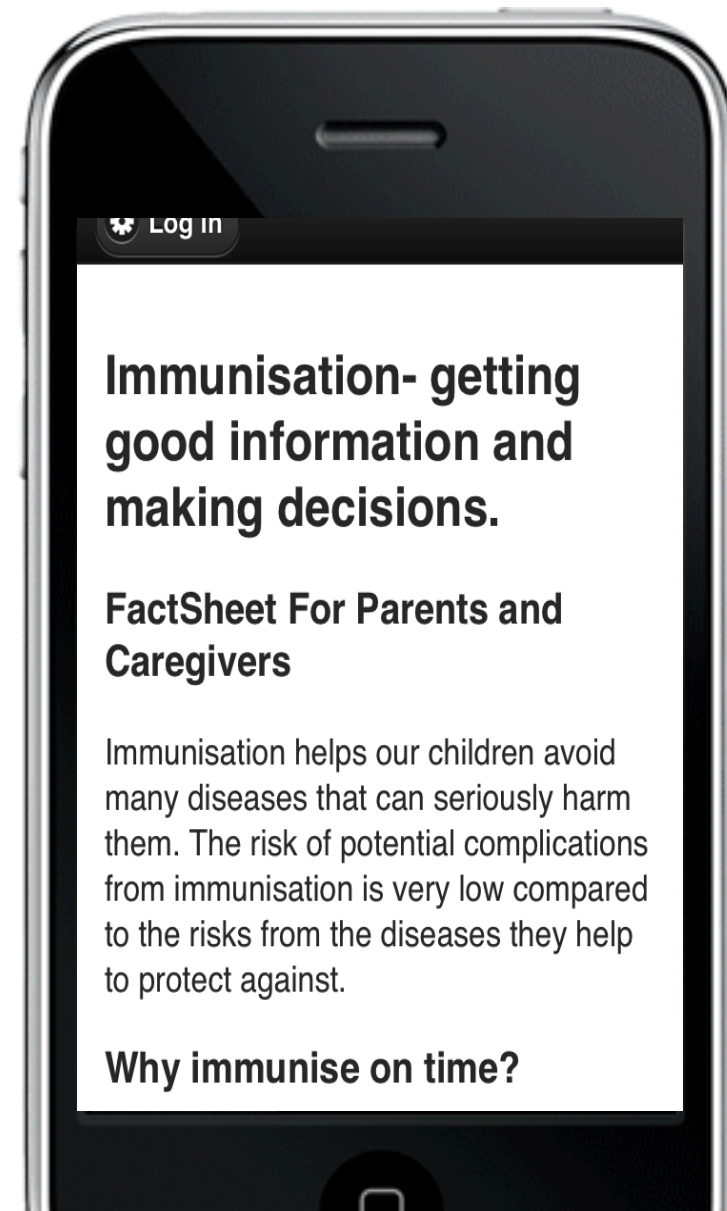
Mobile Site

Delivering Rich content to the patient mobile phone

Newsletters

Deliver content to educate on importance of services

e.g. Importance of Screenings, Imms, practice services...



Thank You



Questions?

