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PRESS RELEASE

**Incentivated Launches Its Appointment Reminder System To Cut The Volume Of
“Did Not Attends” For GPs**

**Personalised text messaging to patients’ mobile phones will significantly reduce the £180m cost
to the NHS from failed appointments**

Mobile marketing solutions specialist Incentivated (www.incentivated.com) today announced the launch of its Appointment Reminder System designed to place surgeries and clinics firmly in control of patient appointments and reduce the volume of “Did Not Attends” (DNAs).

Incentivated’s Appointment Reminder System enables receptionists to manage patient appointments from an online tool. Patients are automatically reminded of their appointment via a text message sent to their mobile phone. The system can also be used to send group alerts to patients – for example general health advice or flu jab reminders - and patients can reply directly to messages. Templates are automatically set up for the user to reduce the amount of work required every time they need to compose a message.

The system is now on general release following a successful pilot scheme, when the system was put to the test. On average, the volume of DNAs was reduced by more than 40% during the twelve-month test period.

Two further significant features of the Appointment Reminder System have been developed to help surgeries manage the problems incurred when doctors are unable to make an appointment or if a patient does not want to be sent a group text:

- Scheduled reminders can be cancelled. If the doctor is ill the patient’s scheduled reminder is stopped before he or she is advised.
- ‘Blacklisting’ is managed automatically. This prevents accidental sending of group messages to those who have replied STOP to a previous message.

The Appointment Reminder System will help surgeries and clinics improve the service they offer their patients, not only by providing personal reminders of appointments and general health information but also by reducing waiting times. The benefits to GPs include: reduced DNA rate, time savings for staff and cost savings from reduced postage and stationary requirements.

Included in the pilot scheme was London based dental practice Dentistry 100. Dr Ed Bonner, who runs the practice, said, "it appears that since we introduced the Incentivated system of appointment reminders, our rate of appointment failures has dropped by over one third. This represents significant improvement to our practice income."

Incentivated's Managing Director Jonathan Bass said, "Missed GP surgery appointments are costing the NHS around £180m each year and a recent report by the DPP found that forgetfulness was given as the main reason." He added, "We have developed this system using our existing mobile marketing technology to meet the problem head-on. The mobile phone channel is a powerful & effective medium of getting the message directly to the recipient. Our system significantly reduces the volume of DNAs and subsequent costs to GPs."

GPs can sign up for the service for free

To mark the launch of this new system Incentivated are also announcing a unique offer. The first 50 GPs to contact Incentivated will get the service for 6 months absolutely free.

The offer includes:

- Free 6 months licence
- Free phone support
- Free phone training

Contact Mark or Michelle at Incentivated on 0845 130 3985 or email offer@incentivated.com.

Jonathan Bass said "We recognise the problems caused by missed appointments and are committed to this service. I am sure that when GPs implement our system they will see a significant improvement and will wonder how they managed without it. So to the first 50 GPs that contact us we're saying ***try the system free for 6 months and you'll never want to send it back.***"

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About Incentivated www.incentivated.com

Founded in 2001, Incentivated is a mobile marketing agency that provides software for simple integrated marketing activities and campaign management services where the need is more complicated. Incentivated's solutions are used by leading brands to improve the effectiveness of communication between organisations and consumers and to increase ROI through the mobile medium.

Incentivated's mobile marketing products and services have been developed using the latest technologies in text and picture messaging for direct marketing, direct response and sales promotion. Using the Global Standard for Mobiles Incentivated can deliver mobile campaigns to the four corners of the globe.

In addition Incentivated has a range of sector-specific applications for mobile customer service and mobile commerce objectives. Mobile customer service enhances existing customer service processes by adding the mobile channel as an additional option for consumers. Incentivated's mobile commerce platform allows businesses to offer secure transaction processing, collection of payments by PSMS and content delivery to the handset.