

## CASE STUDY

# Digital solution transforms patient engagement

### The Challenge

Milton Keynes University Hospital is a medium sized district hospital that provides a full range of acute hospital services and an increasing number of specialist services to the population of Milton Keynes and the surrounding area.

Managing outpatient care can be complex, as patients often have complex conditions that involve treatment from consultants in several departments at several different intervals. The hospital was looking for a digital solution which allows patients to have greater control over their elective care and drives pathway efficiencies.

# 50%

Reduction in DNAs (Did Not Attends)  
among MyCare registered patients.

### The Solution

In 2018, Milton Keynes University Hospital introduced MyCARE, a web app enabling patients to manage their care and hospital appointments. MyCARE is the result of a collaboration between Milton Keynes University Hospital and Induction Zesty.

Integral to the app is that it enables patients to manage their appointments in a fully automated process, with updates written directly into Cerner Millennium, the trust's patient administration system (PAS) and electronic health record (EHR). When re-scheduling an appointment, the patient is presented with a range of available slots, as determined by the comprehensive customer defined rulesets in place combined with availability presented within the EMR/PAS.

Patients then view their discharge summaries, clinical correspondence letters and test results in a near real-time follow up experience. MKUH also uses the digital questionnaire function to manage feedback, with further developments in progress to monitor and risk stratify patients to support effective waitlist management.

In August 2022 Milton Keynes University Hospital was one of the first trusts to implement NHS Login with Induction Zesty. Enabling patients access with the same login that they already use for their GP and other NHS services will make the portal even more accessible.



**Milton Keynes  
University Hospital**

NHS Foundation Trust

Milton Keynes University Hospital is a medium sized district hospital that provides a full range of acute hospital services and an increasing number of specialist services

- 400,000 patients per year
- 4000+ Staff
- 550 Beds

Customer since 2016





### The Impact

Since launching MyCARE, Milton Keynes University Hospital has experienced consistently high patient engagement, with significant reduction in DNAs (Did Not Attend) supporting improved slot management and reduced administration. The positive patient response has demonstrated the opportunity to drive long-term efficiencies via patient-led booking and digital questionnaires including PIFU (Patient Initiated Follow Up).

#### Since 2018 results include:

- Circa 70% average patient adoption rate, underpinning ease of use and accessibility.<sup>1</sup>
- 125,000+ users (as of August 2022).<sup>2</sup>
- 50% reduction in DNA rates, reducing costs associated with lost appointments and administrative burdens.<sup>3</sup>
- 78% of patients who register with Zesty choose to go paper free. This has driven a saving of £240,989 between January – December 2021 in reduced paper costs.<sup>4</sup>
- Over 75% completion rate of digital friends and family survey pilot through the portal.<sup>5</sup>
- 85% of patients using Zesty at Milton Keynes University Hospital said they prefer having online control over their appointments.<sup>6</sup>

1 as sourced from the Induction Zesty platform and Hospital partner, Milton Keynes University Hospital.

2 as sourced from the Induction Zesty platform and Hospital partner, Milton Keynes University Hospital.

3 Data provided by Milton Keynes University Hospital.

4 as sourced from the Induction Zesty platform and Hospital partner, Milton Keynes University Hospital.

5 Data provided by MKUH from patient survey conducted April 2021.

6 85% of patients using Zesty at Milton Keynes NHS Trust said they prefer having online control over their appointments.



“Patients have embraced the portal since day one with little onboarding or promotion from us. All we’ve done is send a text message out and because it’s intuitive and people want it, they just get on and do it. But it’s the deep integration into the EPR that is game-changing. For example, being able to provide clinical follow-up letters to patients before they’ve even got to the car park. That gives them a real sense of momentum, control and assurance about what’s next”

**Joe Harrison,**  
Chief Executive, Milton Keynes  
University Hospital



### Patient Engagement

Induction Zesty is a digital patient engagement platform that seamlessly integrates with existing patient systems. It allows patients to self-manage their hospital appointments real-time, digitally view their letters and clinical records and provide data remotely, providing a user-friendly experience for patients and efficiencies for the hospital.