



# florence

Intelligent Health Messaging

## IMPLEMENTING FLORENCE TO SUPPORT PRIMARY CARE IN SHROPSHIRE, TELFORD AND WREKIN

### PROVIDING:

- A COPD SERVICE MANAGED REMOTELY FROM SHROPDOC
- SERVICES FOR LONG TERM CONDITION MANAGEMENT THAT PROVIDE OVERSIGHT AND INTERVENTION WHERE NECESSARY (HYPERTENSION, ASTHMA, DIABETES, WEIGHT, MEDICATION AND GENERAL WELLBEING)
- QUICK AND SEAMLESS PATIENT REGISTRATION VIA SHROPDOC REFERRAL
- INDIVIDUALLY TAILORED PROTOCOLS TO MEET PRACTICE-SPECIFIC PATIENT NEEDS
- ADVERTISING AND MARKETING TO PROMOTE SERVICE
- MONITORING AND EVALUATION OF IMPLEMENTATION SUCCESS

### BENEFITS FOR GP'S

- ✓ Releases the stress on GP workload, requiring minimal input.
- ✓ Aids in the sustainability and transformation of the workforce through revolutionary technology.
- ✓ Fewer avoidable GP appointment and admissions to hospital.
- ✓ Earlier intervention and diagnosis.
- ✓ Faster and sustained achievement of clinical outcomes.
- ✓ Improved patient engagement and adherence to clinical management plans.
- ✓ Improved patient/clinician relationships.
- ✓ Increased appropriateness of prescribing.

### BENEFITS FOR PATIENTS

- ✓ An improved quality of care.
- ✓ Puts patients back in control by helping them manage their own healthcare.
- ✓ Convenient and easy to use.
- ✓ Reduction in visits to GP.
- ✓ Improved understanding and knowledge of their condition.
- ✓ Increased confidence and lifestyle improvements.

*"Our experience with Flo has been really, really good and we hope the opportunity is opened up to other clinical areas"* – Practice Manager (Shropshire CCG)