

MJog Email adds some unique benefits to our advanced range of Patient Messaging Services, allowing our NHS customers to deliver to Patients, **within minutes, important additional information about their upcoming clinic appointments, or more in depth health awareness information directly to their personal email account.**

Benefits of MJog Email include:

- **Email appointment reminders** – communicate with patients smartphones whilst they're on the go.
- **Rich email editor** – generate aesthetically pleasing emails, i.e. include practice logo etc.
- **Patient Newsletters** – save time and money on printing and reach a wider Patient population.
- **Manage how many message are being sent using comprehensive message delivery and response reporting.**
- **Electronic patient surveys** – conduct your Friends & Family Tests, saving admin time, stationery and collating results electronically.
- **Direct Patients to health advice electronically** – refer patients to national websites and provide in depth health advice for free.
- **Convenient 24/7 two way service for patients.**
- **Update your Patient email address data by running a simple campaign to request email addresses from your patients by using MJog SMS messaging** – cover all age ranges in a few clicks and automates the process saving you time!
- **Email messages are read coded into your clinical system** – helping you to increase Practice income and reduce your admin time.

“By using MJog Email we have seen improved attendance rates for chronic diseases and also improved speed of response from patients.”



Email is one channel by which MJog delivers more than 26m messages annually to 1 in 6 of the UK population. Using MJog Email with MJog Premium and Voice, you are able to reach 100% of your patient list. It is highly efficient in delivering your Patient communications to help support the management of chronic diseases and help you reach QOF and DES targets. MJog Email improves Patient access and reduces waiting times considerably.

How can I use MJog Email?

- **Deliver more detailed information to your patients** – such as medication advice for Diabetes treatment or to inform them that a prescription is ready.
- **Set up Keyword Responses to automatically send specific messages to patients that email in** – i.e. if a patient responds with 'smoke' MJog can automatically respond with smoking advice and read code into the Patient's record.
- **Health Campaign Manager** – combined with MJog Premium and Voice you get 100% patient coverage for health awareness campaigns to manage chronic diseases.
- **Give your Patients choice** – MJog will deliver messages according to your patients' preferred method of communication.
- **Improve your Patient access** – as email is often a preferred method for younger patients who change their mobile number more frequently, and for patients who are on the move.
- **Emails are fully customisable to produce branded messages** – allowing greater recognition of your Practice and awareness campaigns of your services.

MJog Email is available on an annual contract in addition to MJog Premium and Voice, providing you with an easy and cost effective way to deliver your patient health communications. Email us today to arrange a demonstration or sign up to the MJog service!

“MJog has increased patient awareness and take-up of our services, and is now starting to provide us with valuable information on patient behaviour and use of tobacco and alcohol.”



SMS



EMAIL



VOICE



PRINT & POST



PORTAL



PATIENT MESSAGING SERVICES