



Stakeholder Reference Group

13 February 2025

Hybrid Print & Post Improving communication



Agenda Item: Hybrid Print & Post Update

Presenter: Carolyn Williams, Head of Digital Innovation & Transformation

Objectives of the Hybrid Print & Post Project



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Improve the quality of service provided to patients by:

- Increasing and improving patient choice by providing patients with the option to access digital letters.
- Providing letters in an accessible formats (braille, Easy Read, Large Font, colour contrast paper)
- Ensuring language preferences are captured and used to provide written communication through their chosen language.
- Speed at which the communication is sent and received by the patient, avoiding postage delays and lost letters.
- Meeting patient expectations, by ensuring we keep patients updated and informed through the means most appropriate for them

Deliver an efficient postal communication service and cash Release Savings by:

- Reducing the volume of posted letters to a digital format.
- Reduce the use of associated consumables (letter folding machine, paper, print consumables)
- Deliver efficiencies through the smart use of staff resources by reducing the time associated with folding letters, packing envelopes, handling of postage.
- Reducing the CO2 emissions linked to printing and postage

Recap on the Hybrid Print & Post Project

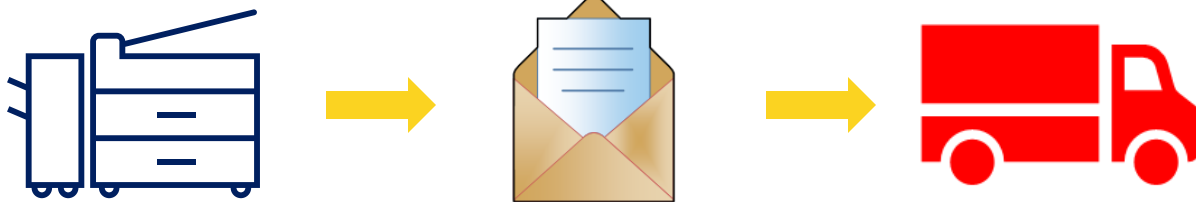


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Current Process

- Expensive
- Inefficient use of resources
- Carbon heavy footprint
- Delayed delivery of letters
- Doesn't meet language communications and sensory loss
- Doesn't support accessibility such as braille, large print, easy read, colour contrast
- Letters are not tracked or monitored in terms of delivery



Working towards

- Letters and appointment details will be available to view within **24 hrs.**
- If the **patient does not wish to access the digital version of the letter**, the letter will be automatically **sent to them in a paper format.**
- Reduce heavy use of resource time
- Reduce carbon footprint
- Will meet language communication and sensory loss including Accessibility support on letter formats.
- We know when patients have accepted, rebook or cancelled their appointments.

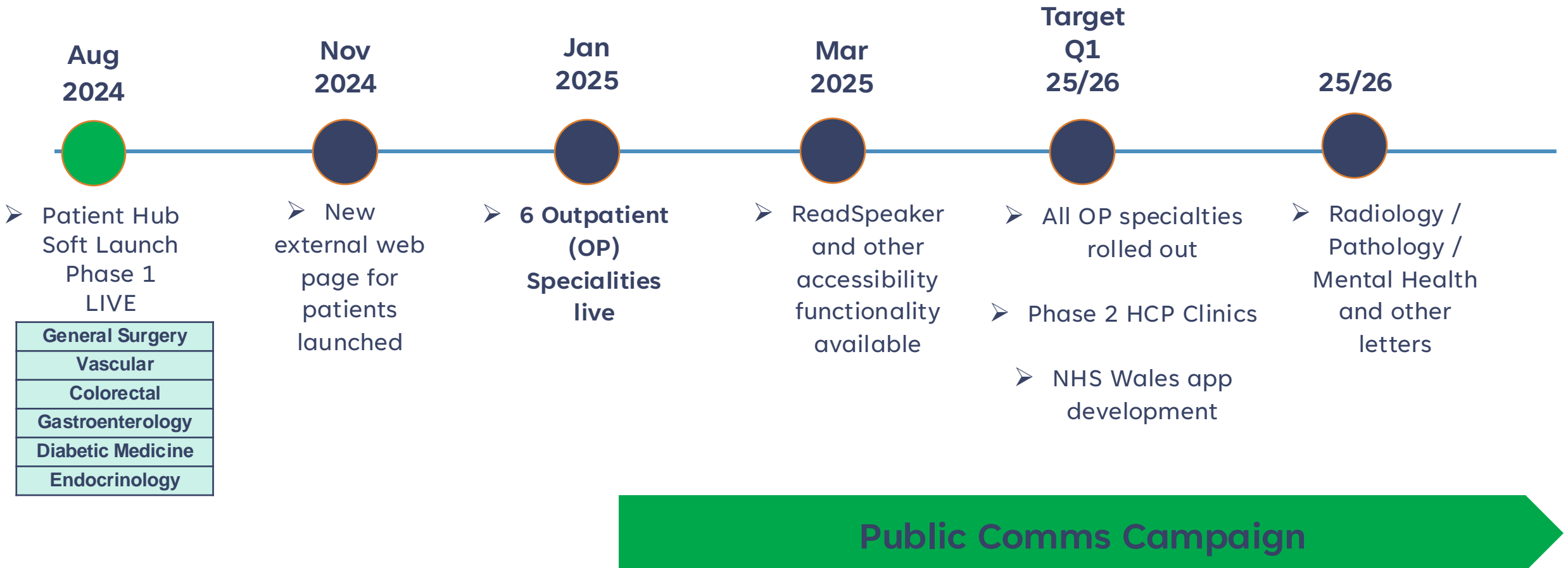


Patient Hub Timeline: January 2025



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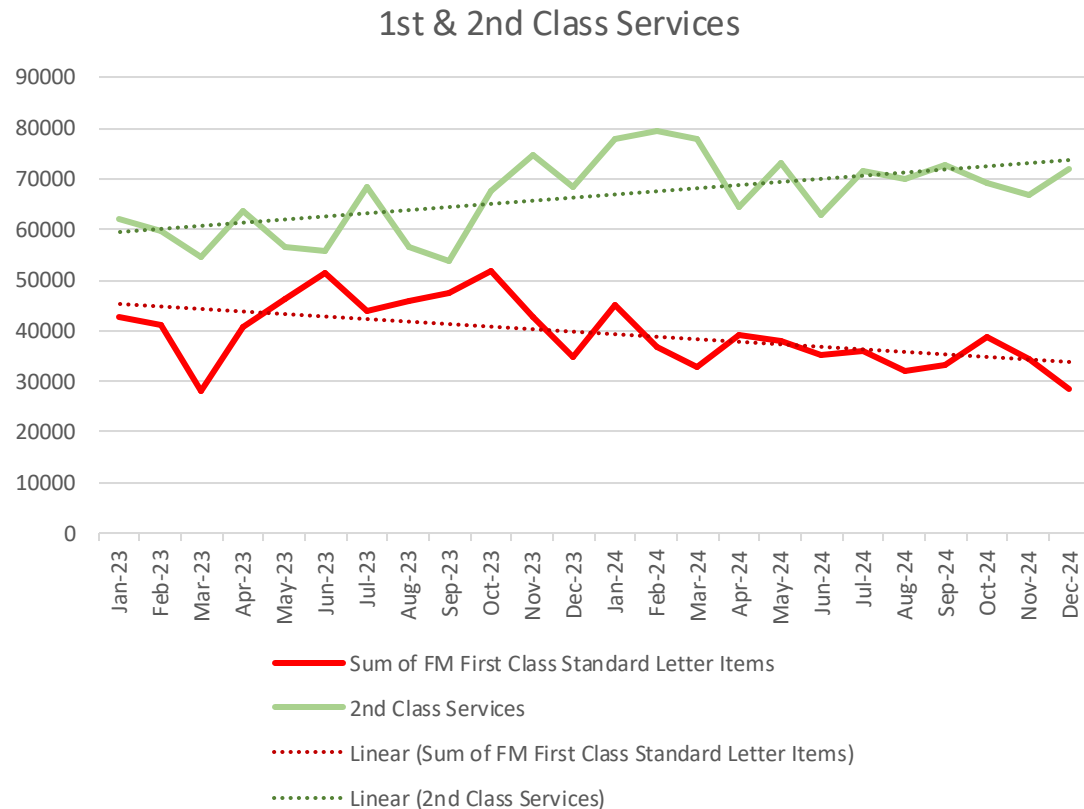
**Outpatient
Waiting**



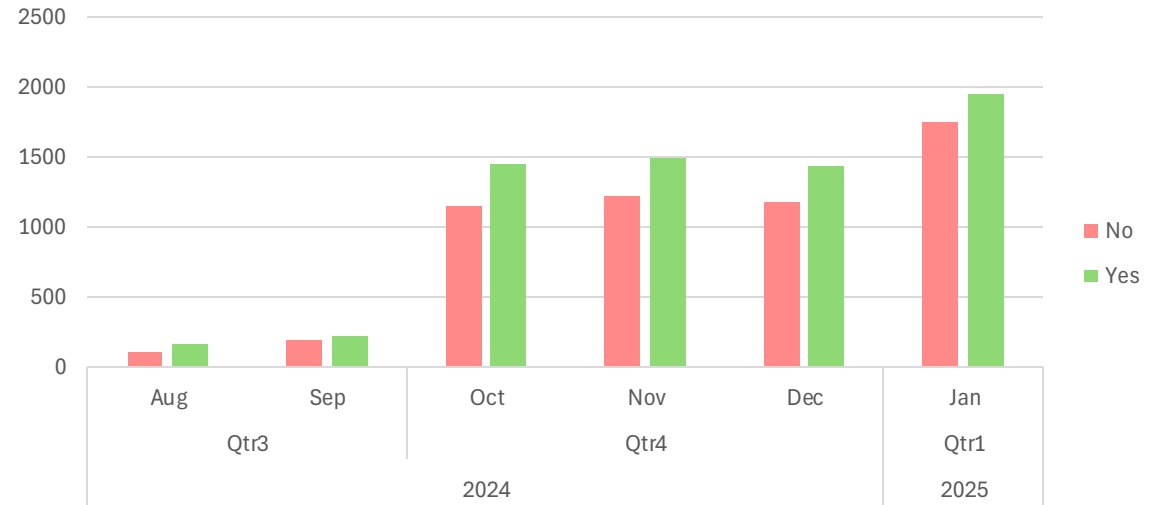
- [Login](#)

Benefits to date

- Reducing the volume of 1st class letters
- Increasing the use of the 2nd class service

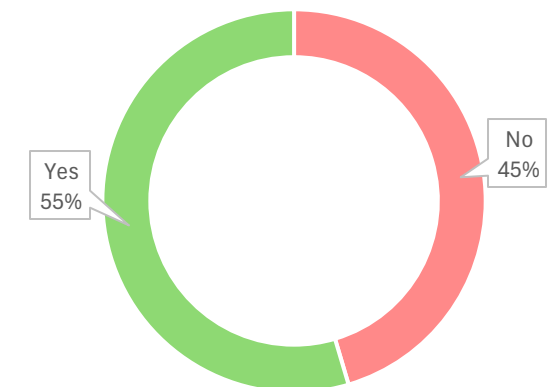


Patient Accessing Digital Letters



% Digital Letters Opened

- Increasing the volume of digital letters sent
- Increasing the number of digital letters opened



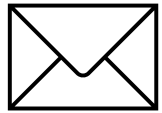
Benefits to date



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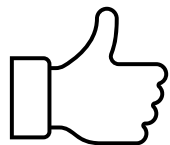
- Reducing the volume of physical mail being sent by moving to a digital solution



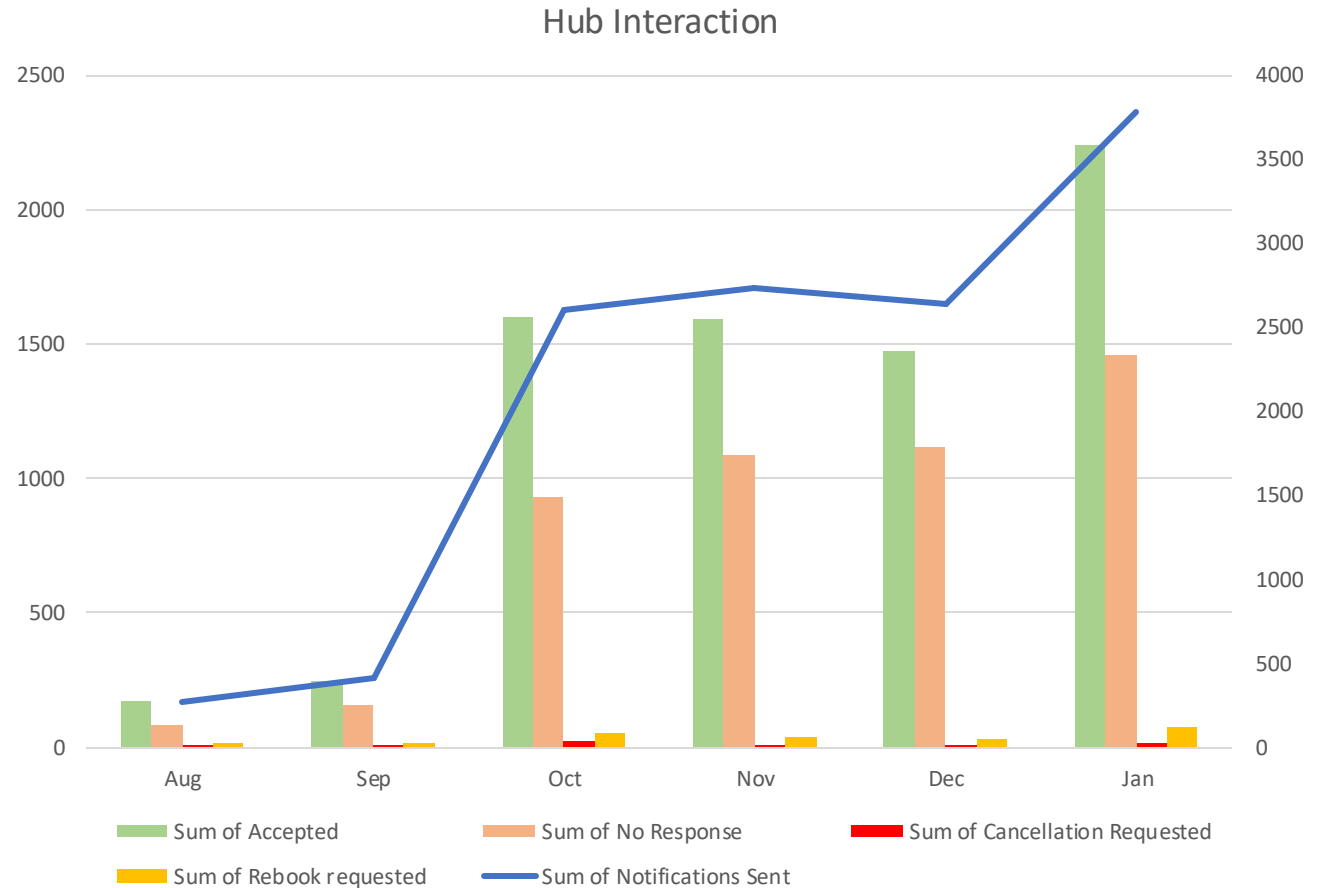
2,995 letters avoided being printed to date



12,435 notifications since launch in August 2024



In January 2025 the response rate for the hub was **61%**



Future Opportunities with the hub



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- Additional opportunities to expand and grow our communication methods within the patient hub are being explored.
- We are working with our suppliers to provide more digital communications for our patients.