



Stakeholder Reference Group
2 May 2024

Hybrid Print & Post

Improving communication



Agenda Item

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Setting the scene.... Current status ☹️

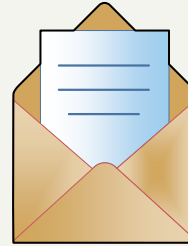


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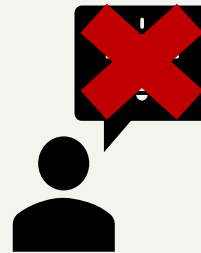
Last year we sent nearly **1.4 million letters** to patients.

Letters are **handled multiple times** as part of the preparation process.



- Expensive
- Inefficient use of resources
- Carbon heavy footprint
- Delayed delivery of letters

Patients have **no choice** as to how they receive this letter, whether they wish to receive a hard copy or digital copy.



- Doesn't meet language preferences
- Communications and sensory loss

We don't currently have a method of capturing patient **communication preferences** that can be used to drive the format of our letters to patients

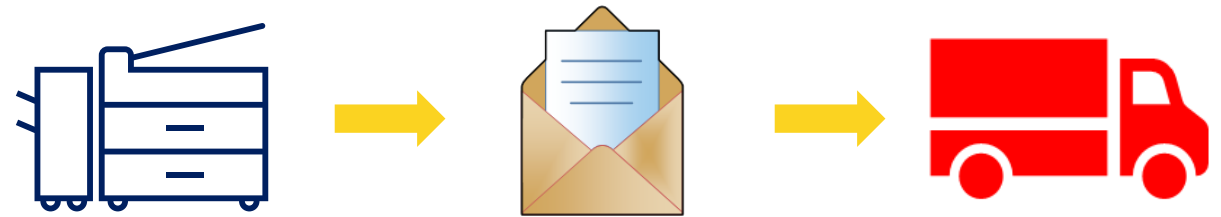


- Doesn't support accessibility such as braille, large print, easy read, colour contrast

Our current postal services

Postage services are currently provided via several solutions all of which rely upon a non-digital solution. As a result, all letters are printed, folded, franked and distributed by a postal provider. This current process utilises;

- **human resources**
- **consumables**
- **incurs postal charges and**
- **leaves a significant carbon footprint.**



When letters leave HDdUHB, they are not tracked or monitored in terms of delivery. If a letter is not delivered the process for generating said letter and all associated resources is repeated. Costing more money, time and disappointment for the patient who may also miss their appointment or important information.

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 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

Setting the scene.... Future process 😊



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Sending the letter

- Patients will be provided with the opportunity to access their **letters in a secure online portal**. A link will be sent via text message or email (authentication will be required). 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**. So for those patients that are not digitally enabled or choose not to use digital as an option there will be no actions required from them and they will continue to receive their letters as normal.
- Letters that do need to be sent in a hard copy format will be **distributed via an online method**, cutting processing time, manual handling, transportation processes (CO2 footprint), premium postal charges, before being handed over to Royal Mail for final delivery.

Communication preferences

- Access digital letters online that will be safe, secure and user friendly on various devices. Appointment details available to view within **24 hrs** after appointment has been made. Letters will be stored and held for up to two years.
- Provide a web-based platform that will enable patients to provide their **preferred communication preferences** and easily access appointment information to enable them to; accept, decline, rebook and not wait for their hard copy letters to arrive.



What we have done so far....



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Working with **key people** who represent our patients and patient facing services across the Health Board, who provide guidance and support on the development of this approach and our communication plan:

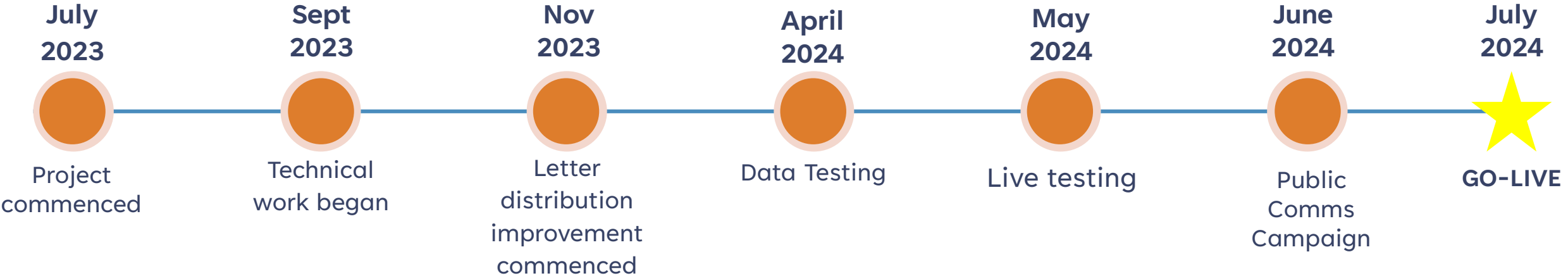
- Sensory Loss - Strategic Partnerships and Inclusion
- Communication teams, Welsh Language, Engagement
- Patient Experience
- Digital Inclusion
- Information Governance
- Llais Wales
- Waiting List Support Service
- Quality Improvement

Working with our suppliers to develop the online platform and processes to support the digital distribution of letters. Digital development work with Digital Health Care Wales to ensure integration with key systems that will help us to capture and use key communication requirements that will drive letter and text appointment reminder content ie Welsh Language, Easy read etc.

Capturing our baseline measurements to ensure we can monitor performance and evidence the impact and benefits of the programme of work.

Timeline

Based on current project plan



What does good look like?



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Patients can confidently and easily access digital letters and appointment information online if they choose to use this service.



Patients hear about the convenience of this service and engage with more health digital solutions.



The volume of letters printed, franked and transported reduces, decreasing the costs and impact on resources (CO2).



Health Board staff can easily track and resend letters that have been lost in transit.



Financial costs associated with postal services are reduced and reinvested into patient services.



Any questions