

Reference:	FOI.21232.26
Subject:	Appointments
Date of Request:	3 August 2026

Requested:

1. Reminder systems.
The name(s) and supplier(s) of any appointment reminder service or system used by the organisation for patient appointments (for example SMS, automated voice/IVR, app or portal notification), and the total amount paid for each such service in each of the financial years 2023/24, 2024/25 and 2025/26.
2. Cost of missed appointments.
Any figure used by the organisation as the estimated cost of a missed appointment ("did not attend" / DNA), and copies of, or links to, any internal analysis, paper or report produced in the last three years estimating the annual cost of missed appointments to the organisation.
3. Telephone performance.
For the organisation's main patient appointment booking/cancellation telephone line(s): the average call answer or waiting time, and the call abandonment rate, for the most recent 12-month period for which data is held.
4. Cancellation routes.
The routes currently available to patients to cancel or rearrange an outpatient appointment (for example telephone, SMS reply, online form, app), and, if recorded,
 - a. the number or proportion of cancellations received via each route in the most recent 12-month period.

Response:

1. Hywel Dda University Health Board (UHB) confirms that it uses the Gov.notify system to send text message reminders for outpatient appointments and provides within the table below, the annual spend, for the 2023/24 to 2025/26 financial years.

Financial year	Spend
2023/24	£0.00
2024/25	£25,230.30
2025/26	£81,749.73

Please note:- there was no spend for 2023/24, as it did not exceed its free allocation of text messages.

2. The UHB does not hold the requested information, as missed appointments are not costed.
3. The UHB provides the requested information within the table below, for the period from 1 August 2025 to 31 July 2026

Period	Number of calls	Average wait time	Average Abandonment time	Average Abandonment rate
August 2025	11,624	00:41	00:39	2.90%
September 2025	14,044	0:109	00:58	4.60%
October 2025	16,604	01:23	01:02	5.40%
November 2025	15,740	01:35	01:04	6.10%
December 2025	13,507	01:11	00:59	4.50%
January 2026	19,102	03:46	01:48	13.50%
February 2026	15,430	02:28	01:09	8.90%
March 2026	14,927	02:42	01:17	9.10%
April 2026	11,486	01:12	00:52	3.70%
May 2026	10,860	01:20	01:01	5.30%
June 2026	13,433	01:45	00:59	7.00%
July 2026	13,016	01:50	01:10	6.40%

4. Patients can cancel appointments by the following means:

- Telephoning the relevant department or the UHB's outpatients contact centre on 0300 303 9642, Monday to Friday 8:00 to 17:00. Further information on the outpatients contact centre is available on the UHB's website. A link to the webpage is provided below:

[Outpatient contact centre - Hywel Dda University Health Board](#)

- Email - OPDAppointments.HealthRecordsPPH@wales.nhs.uk
- Patient hub (Hywel Dda Post) - a secure website where patients can access and manage appointments. Further information on Hywel Dda Post is available on the UHB's website. A link to the webpage is provided below:

[Hywel Dda Post - Hywel Dda University Health Board](#)

- a. The UHB does not hold the requested information, as it is not recorded.