experian™

Experian Patient Propensity Data

Improve your patient attendance rates using Experian's Patient Propensity data

Reduce the number of 'Did Not Attends' to save money and drive efficiencies

Saving money in the NHS

Product Overview

'Did not attends' (DNAs) have an enormous impact on the healthcare system in terms of cost and waiting time, significantly adding to delays along the patient pathway and patient dissatisfaction.

Reducing the number of patient non-attendances will create considerable efficiencies both in cash savings and improved service.

According to the NHS Information Centre; based on average tariff, by specialty by trust, this provides a productivity opportunity of over £600million.

Studies have shown that appointment reminders would encourage potential DNAs to either attend or cancel their appointment. In order to facilitate these reminders, an organisation needs to understand the most efficient and effective channels for interacting with each of its patients.

By combining socio-demographic data with Hospital Episode Statistic data, Experian can provide propensity models on a patient's likelihood to DNA and the method of communication they are most responsive to. These models have been referenced against a patients address and built into Experian Patient Propensity data.

Business Benefits

Improve Service Delivery

By understanding a patient's risk of not attending an appointment and effectively targeting them for reminders, patients are far less likely to miss an appointment, decreasing delays along the patient pathway and increasing patient satisfaction.

Increase Efficiency

Reducing DNAs by increasing the effectiveness of reminders reduces the wasted time associated with these missed appointments, allowing more patients to be seen in a shorter space of time.

Action at the point of capture

By utilising Experian Patient Propensity data within address capture and Healthcoder; DNA risk and preferred communications preference can be returned at the point of capture. This allows appropriate actions to be taken whilst the patient is on the phone/face to face.

Ease of Integration

Address capture and Healthcoder are integrated into a large majority of Patient Administration Systems (PAS) and across all areas of the NHS. Experian Patient Propensity Data can be utilised within this software with minimal configuration changes required. new reference datasets and can provide guidance on how to avoid common pitfalls.

"According to the NHS Institute for Innovation and Improvement, the national DNA rate is over 10%. It is estimated that over 50% of 'no shows' simply forget about the appointments."

Experian Patient Propensity Data