

**Reduce your
'Did not attends'**

Improve patient experience and
create scalable efficiencies



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.

According to the NHS Institute for Innovation and Improvement, the national DNA rate is over 10%.

The challenge

Reducing the number of patient non-attendances will create considerable cashable efficiencies, improved service and increased productivity.

According to the NHS Information Centre there is a productivity opportunity of over £600 million based on average tariff by specialty by Trust.

Evidence suggests that greater sophistication in understanding DNA rates is required. High level analysis can disguise problems with individual patient groups. For example, an average 8% DNA rate for first appointments across the trust could disguise a 24% DNA rate in one particular specialty or specific group of the population.

How Experian can help you to improve DNA rates

We can help you to understand what the drivers are for why people DNA and how to communicate to improve attendance.

We help Trusts to understand DNA rates and to identify where and why these are out of line with expected levels.

We are able to categorise the socio-demographic groups that are most likely to DNA and explain how best to target them.

For example, is it difficult for the patient to get their appointment? Are the times available practical? Has the patient moved away?

Cultural differences may also effect perceptions and behaviours. Different groups need to be communicated to differently. Experian helps define the most appropriate messaging to engage with patient groups.

It is estimated that over 50% of 'no shows' simply forget about their appointments. Numerous studies have shown that appointment reminders would encourage potential DNAs to either attend or cancel their appointment.

By gathering a complete understanding Experian are able to implement targeted interventions at a granular level to the right people and via the medium they most like to receive information. For example, whilst particular patient groups might be receptive to direct mail, others may prefer digital means such as text messaging or email.

We provide our clients with a cost effective way to prompt patients of appointments so that they are more likely to attend or make arrangements to reschedule or cancel and thus avoiding expensive DNAs.

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Case Study:

Over the past two years Experian has worked with a large north London Trust to understand and decrease DNAs across different patient groups, both in terms of outpatient appointments and also surgical procedures.

The aims of this study were to:

- Describe patient associated reasons for cancellation of elective surgery on the day of admission to the Trust
- Identify modifiable patient related factors associated with cancellation
- Identify lifestyle factors which could reduce the re-admission rates post surgery.

The data used to undertake this analysis is taken from all elective surgeries over a one year period and re-admission within 28 days of surgery.

Outpatient DNAs

The study revealed trends and similarities in the ways that socio-demographic groups behave with regard to their likelihood to DNA.

Experian profiled DNA data whilst maintaining patient confidentiality on all identifiable fields. DNA behaviour was profiled by:

- Specialty
- Socio-Economic Lifestyle group
- Ethnic Origin
- Communications/Engagement Preference

Research into missed appointments by specialty uncovered an 8% variance between the best and worst performing specialties. Experian insight enabled the Trust to understand these discrepancies and why they occur.

Our analysis showed that patients in particular ethnic groups are more likely to show a higher DNA across all appointments. For example, in some instances the Somali population was almost 50% more likely to DNA than the average.

Furthermore, research has demonstrated that specific identifiable socio-economic groups tend to be over-represented, for example, around a quarter of all DNAs fell into Group G: 'Young, well-educated city dwellers'.

Experian found that outpatients who are more sophisticated users of modern communications are often more likely to DNA. More traditional and novice users of technology are often under-represented in the findings.

Surgical DNAs

Cancellations for elective surgery cost the NHS hundreds of millions of pounds each year with late cancellations - less than 24 hours - being particularly disruptive to hospitals and patients.

When the DNA data was broken down further it was identified that the majority of surgical DNA patients were classed as above average or high on the index of multiple deprivation. As with the outpatient analysis, 'Young, well-educated city dwellers' were flagged as a key customer group. In addition 'Young people renting flats in high density social housing' also had a high DNA rate.

These two groups are most receptive to modern communication such as text messaging and email. The optimum and lowest cost way to engage with these groups would be via these channels. Certain specialties experienced

surgical patients 6 times more likely than average to DNA in comparison to others.

Conclusions

In gaining this granular understanding the Trust was able to devise an evidence base to reduce DNAs and improve the efficiency of their service.

Through this analysis Experian discovered that approximately 31% of cancelled procedures were due to the patients not showing up to their appointment (DNAs). 13% of patients were unfit for surgery and 11% of patients cancelled their appointment (<24hours).

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