

Appt

Appt helps patients to access preventative healthcare programmes that screen for long term illness and chronic diseases, saving time and money for GPs and the NHS.

UN Sustainable Development Goal addressed: Good Health and Well-being



DIF Allia Accelerator Challenge finalist



What impact is Appt making?

We provide a tech-enabled-service to individual GP surgeries and care commissioners to improve the delivery of preventive healthcare by increasing the uptake of targeted appointments and reducing the effects of health inequality.

Could you explain how Appt works?

We target members of the public who are eligible for preventive healthcare programmes with tailored messaging and provide a frictionless way to book a suitable appointment to help maximise the uptake of programmes that screen for unidentified long-term conditions or chronic diseases.

We use accessible digital tech (SMS or automated voice messaging) to automate the expensive and highly manual process that most GPs currently use. Rather than require patients to call the surgery, we allow patients to respond directly to these messages and book themselves into a suitable appointment that works for them.

In randomised control trials in East London we have shown that Appt increases the uptake of these important appointments, much more cost effectively than business as usual methods.

What inspired you to start Appt?

I was working in a GP surgery and saw that all too often the urgent but not important work of day-to-day practice crowded out the important but non-urgent work of preventive healthcare. I saw that this was not a problem that only affected this particular GP surgery, and I wanted to pursue my idea to try and help the issue.

www.appt-health.co.uk