

London Cervical SMS Programme- *PDS Pilot Evaluation Report*

January 2022



BACKGROUND-

NHS Cervical Screening Programme

- The NHS cervical screening programme aims to reduce cervical cancer incidence and mortality.
- Participants are invited to be screened for the presence of abnormal cell changes in the cervix, which could, if undetected and untreated, develop into cervical cancer.
- As of 31 March 2020, coverage in London was 72.2% (NHSD) considerably below the national target of 80%.
- Coverage among participants aged 25 – 49 fell from 73.7% in 2011 to 69.1% in 2018 and London is the region with the lowest coverage in England (64.7%).
- Previous research has identified that GP endorsed text-message reminders are associated with increased uptake of cervical screening.

SMS Reminders

- In 2018, NHSEI London introduced cervical screening text reminders, sent to all women invitees
- Mobile phone numbers were extracted from GP clinical systems
- From September 2021, NHSEI will use PDS as the source of mobile phone numbers

The implementation of PDS within the cervical screening texting programme will be preceded by a pilot with the following objectives

Data flows:

1. Ensure safe and secure data flows between NECS, IPLATO and PDS
2. Assess timeliness of data transfer
3. Validate accuracy of data extracted and transferred
4. Ensure that operational processes are fit-for-purpose and identify and implement any improvements before full roll-out

Metrics

- % reports sent/received within agreed timeframe
- % of files complete
- % reports with errors (KPI to test validation process)

Text messages:

1. Assess the effectiveness of using PDS as a data source of mobile phone numbers

Metrics

- Number/% of mobile phone number from weekly invitation/reminder lists (disaggregated by STP/CCG/practice)
- Number/% texts successfully delivered
- Number/% texts not delivered

- The pilot will run for TWO weeks from 6 December to 20 December 2021 (NECS will send data on Friday 3 Dec)
- In a total of 50 practices across London
 - Practices must be distributed between the 5 STPs (ICS') and represent the three GP clinical systems in se across London
- NECS/IPLATO will report on key metrics weekly
- The final evaluation will be completed by 10 January 2022 and decision made on the full roll-out subsequently

- During the pilot phase, sending of text reminders will continue in the remaining practices using the current operational processes

- The pilot commenced on 6 December 2021
- 49 practices from 5 STPs/ICs participated

North Central London <ul style="list-style-type: none">Barnet<ul style="list-style-type: none">PHGH DoctorsWakeman's Hill SurgeryCamden<ul style="list-style-type: none">Adelaide Medical CentreBrondesbury Medical CentreSwiss Cottage SurgeryEnfield<ul style="list-style-type: none">Bounces Surgery - Forest PCCSouthgate SurgeryHaringey<ul style="list-style-type: none">Crouch Hall Road SurgeryThe Morris House Medical PracticeIslington<ul style="list-style-type: none">Amwell Group PracticeCity Road Medical Centre	North West London <ul style="list-style-type: none">Brent<ul style="list-style-type: none">Brampton Health CentreCentral London<ul style="list-style-type: none">The Connaught PracticeEaling<ul style="list-style-type: none">Elmbank SurgeryHammersmith and Fulham<ul style="list-style-type: none">Canberra Old Oak SurgeryHarrow<ul style="list-style-type: none">Mollison Way PracticeHounslow<ul style="list-style-type: none">Albany PracticeWellesley Road PracticeWest London<ul style="list-style-type: none">The Portland Road Practice	South West London <ul style="list-style-type: none">Croydon<ul style="list-style-type: none">Parkside Group PracticeKingston<ul style="list-style-type: none">Hook SurgeryMerton<ul style="list-style-type: none">Lambton Road Medical PracticeStonecot SurgeryRichmond<ul style="list-style-type: none">Glebe Road SurgeryRichmond Lock SurgerySeymour House Surgery (Hudson)Sutton<ul style="list-style-type: none">Cheam Family PracticeWandsworth<ul style="list-style-type: none">Streatham Park Surgery	North East London <ul style="list-style-type: none">Barking & Dagenham<ul style="list-style-type: none">John Smith HouseCity and Hackney<ul style="list-style-type: none">Lawson PracticeTrowbridge SurgeryHavering<ul style="list-style-type: none">Petersfield SurgeryNewham<ul style="list-style-type: none">Balaam Street PracticeSangam SurgeryRedbridge<ul style="list-style-type: none">Chadwell Heath SurgeryYork Road SurgeryTower Hamlets<ul style="list-style-type: none">Barkantine PracticeChrisp Street Health CentreWaltham Forest<ul style="list-style-type: none">Leyton HealthcareThe Ecclesbourne Practice	South East London <ul style="list-style-type: none">Bexley<ul style="list-style-type: none">Ingleton Avenue SurgeryLakeside Medical PracticeBromley<ul style="list-style-type: none">The Crescent SurgeryTudor Way SurgeryGreenwich<ul style="list-style-type: none">Fairfield PMSMalling Health At Greenwich Peninsula PracticeLambeth<ul style="list-style-type: none">Waterloo Health CentreSouthwark<ul style="list-style-type: none">East Street SurgeryMelbourne GroveThe Nunhead Surgery
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Clinical systems



Practice Name	Clinical System
The Crescent Surgery	Emis
The Nunhead Surgery	Emis
Stonecot Surgery	Emis
Malling Health At Greenwich Peninsula Practice	Emis
Crouch Hall Road Surgery	Emis
Sangam Surgery	Emis
Tudor Way Surgery	Emis
Streatham Park Surgery	Emis
Lakeside Medical Practice	Emis
Balaam Street Practice	Emis
Parkside Group Practice	Emis
Trowbridge Surgery	Emis
Barkantine Practice	Emis
Adelaide Medical Centre	Emis
Cheam Family Practice	Emis
Southgate Surgery	Emis
Mollison Way Practice	Emis
Chrisp Street Health Centre	Emis
Bounces Surgery - Forest PCC	Emis
Melbourne Grove	Emis
Lambton Road Medical Practice	Emis
Glebe Road Surgery	Emis
Seymour House Surgery (Hudson)	Emis
Hook Surgery	Emis
Amwell Group Practice	Emis
East Street Surgery	Emis
Brampton Health Centre	Emis
John Smith House	Emis
Swiss Cottage Surgery	Emis
PHGH Doctors	Emis
Waterloo Health Centre	Emis
City Road Medical Centre	Emis
Wakeman's Hill Surgery	Emis

Practice Name	Clinical System
Petersfield Surgery	INPS Vision
Ingleton Avenue Surgery	INPS Vision
The Morris House Medical Practice	INPS Vision
Fairfield PMS	INPS Vision
Richmond Lock Surgery	INPS Vision

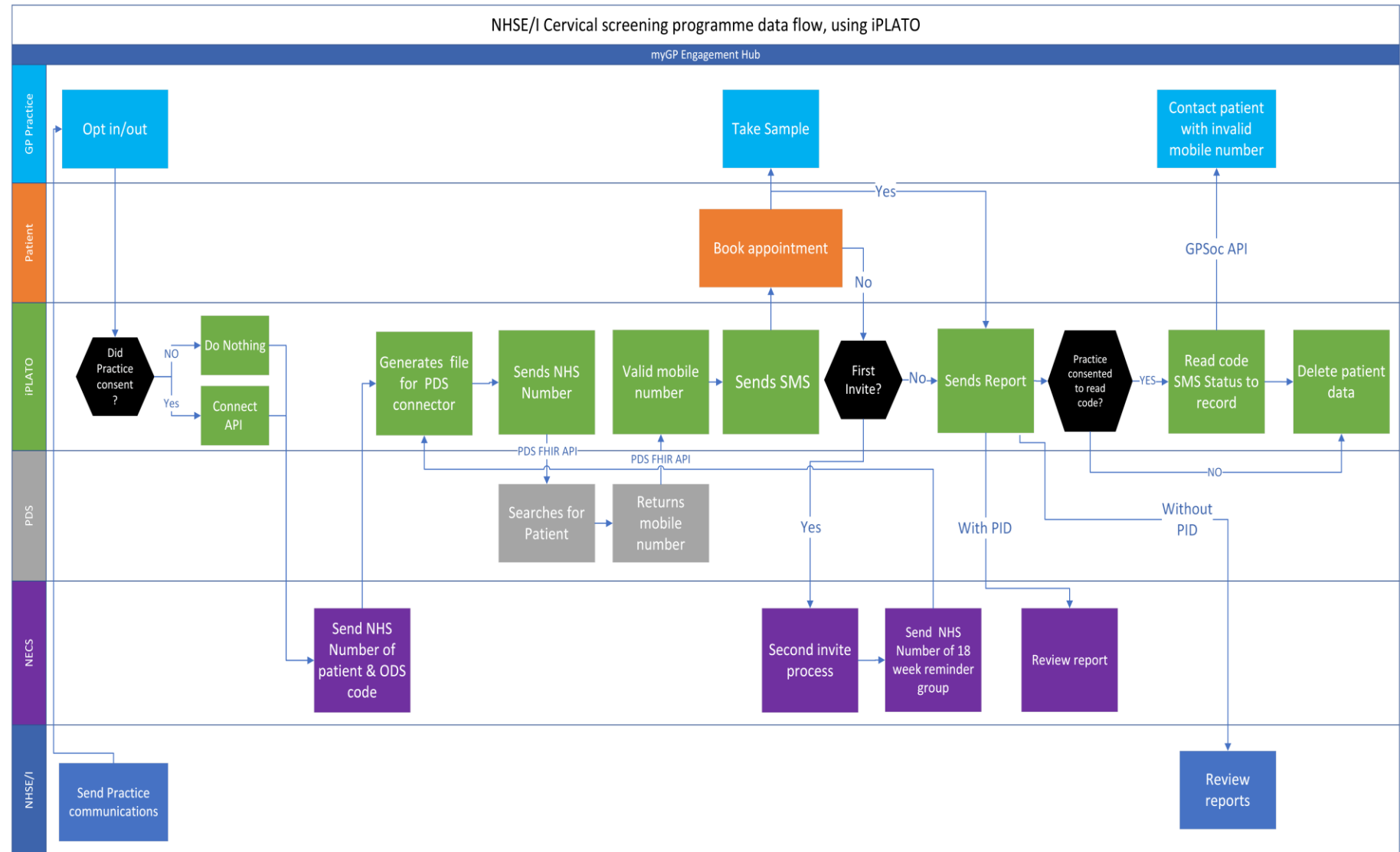
Practice Name	Clinical System
Albany Practice	SystemOne
Wellesley Road Practice	SystemOne
Elmbank Surgery	SystemOne
Leyton Healthcare	SystemOne
The Connaught Practice	SystemOne
Canberra Old Oak Surgery	SystemOne
The Ecclesbourne Practice	SystemOne
York Road Surgery	SystemOne
The Portland Road Practice	SystemOne

Method of Mobile Number Extraction	EMIS	Vision	SystemOne	All
Clinical System	93%	91%	75%	90%
PDS	94%	92%	78%	91%

Ensure safe and secure data flows between NECS, IPLATO and PDS



- Every Friday NECS send across a list of patients that are eligible to be sent an SMS the following week to iPLATO's secure NHSMail (iplato.sms@nhs.net).
- NECS follow up with an email to the iPLATO project team confirming the number of records in the excel file, the total number of ODS codes and any reason for re-sending patients (e.g. address may have changed).
- iPLATO generates a file for PDS connector and searches for patient mobile numbers & ODS Codes using the NHS numbers on a Friday which extracts mobile numbers over the weekend.
- iPLATO sends SMS to eligible patients the following Wednesday.



- **Total number of days/hours between NECS data transfer and PDS mobile phone extraction 2 working days**
- NECS send data containing NHS numbers and ODS Codes to iPLATO on a Friday each week to iPLATO's secure NHS Mail account and extraction is completed by Monday (2 working days).
- **Total number of days/hours between NECS data transfer and sending SMS 4 working days**
 - IPLATO receives data from NECS on a Friday and schedules the SMS to eligible patients on a Tuesday and messages are sent on a Wednesday morning.
- **Validate accuracy of data extracted and transferred**
 - No mobile number registered (mobile number not available on PDS). *Solution:* This is a practice registration issue and resolution is out of scope for this project. Messaging delivery status will be available READ coded into woman's clinical record
- **Ensure that operational processes are fit-for-purpose and identify and implement any improvements before full roll-out**
 - ODS codes on NECS list differs from that on PDS
Solution: Further investigation by NECS to identify root cause. *Interim solution,* IPLATO to use NECS ODS code

Assess the effectiveness of using PDS as a data source of mobile phone numbers

CCG>Borough>Practice	Sum of Eligible patients identified by CSAS this week	Sum of No. of Mobiles extracted from PDS	Average of % of Mobiles extracted from PDS	Sum of No. of SMS successfully delivered	Average of % of SMS successfully delivered (from Scheduled Messages)	Average of % of SMS Undelivered this week (from scheduled messages)	Average of % of SMS successfully delivered this week (from CSAS list)
North Central London	708	642	91%	536	86%	14%	78%
North West London	480	441	94%	374	88%	12%	83%
South West London	528	481	91%	444	93%	7%	84%
North East London	702	652	94%	561	89%	11%	83%
South East London	664	629	95%	568	84%	16%	80%
Average/sum	3082	2845	93%	2483	88%	12%	82%

The pilot has demonstrated that:

- the data flow are timely, safe and secure
- PDS is an accurate and effective source of mobile phone numbers
 - The variation in ODS codes to be investigated. In the interim, the ODS code on the NECS list will be used to denote the woman's registered practice
- **Full roll-out across all practices to commence from 17 January 2022**

1.Ensure safe and secure data flows between NECS, IPLATO and PDS	
2.Assess timeliness of data transfer	
3.Validate accuracy of data extracted and transferred	
4.Ensure that operational processes are fit-for-purpose and identify and implement any improvements before full roll-out	
5.Assess the effectiveness of using PDS as a data source of mobile phone numbers	