



# Florence Light

*Easy, cost-effective, text-based  
telehealth that improves lives*



**mediaburst**

# Contents

Introduction	3
Get a Florence Light account	5
Using Florence Light	6
Technical requirements	7
Updates	7
Support	7
Information governance	7
Data sharing and ownership	8
Termination terms	8
Data restoration/service migration	10
Your responsibilities	11
About Mediaburst	12

# Introduction

Florence Light, otherwise known as 'Flo' is an easy, cost-effective, text-based telehealth that improves lives. It is a web application and texting service which enables patients to text in their vital statistics using their own mobile phone. It puts your patients in control of their own healthcare, helping you gather valuable, regular and cost-effective patient data via SMS to better manage a range of conditions and health improvements such as hypertension, asthma and weight loss.

It is used to accentuate and reinforce the key points of an agreed healthcare plan between a patient and a healthcare provider.

## **Florence Light is a tool to help clinicians develop innovative and practical ways to help patients help themselves by:**

Improving adherence to treatment plans through encouragement, reminders and regular contact

Regularly collecting self-reported data and providing instant feedback

Enabling improvements in clinical team productivity and outcome quality

Engaging patients in their own health and social care plans

Florence Light helps patients adhere to advice and prescribing, it is a flexible system which sends personalised reminders and health tips to each individual patient. These text messages encourage patients to take a more active role in their own healthcare.

## Opting In

A patient can be added to Florence Light in under a minute. Patients are invited to join the service by a registered clinician. Each patient is informed their data may be shared across their healthcare team. Patient consent is recorded when they text back to “opt-in”. No healthcare information is given or collected until the opt-in is received.

## Opting Out

A patient can opt out of the service at any time by replying to Flo with the word ‘STOP’. She will then confirm the patient will no longer receive messages.

## A range of common conditions

Florence Light is designed to efficiently support a range of common conditions with a variety of pre-configured plans for each:

Asthma – [inhaler reminder and support](#)

Hypertension – [diagnosis assistance](#)

Hypertension – [newly-diagnosed or needing support](#)

Weight loss – [motivational support](#)

We're adding more plans all the time and we need our plans to fit with both your patients' and your own needs perfectly, so we're always happy for health professionals to get involved in the creation and testing process of new plans.

All plans are approved by Stoke-on-Trent CCG who we have built Florence Light in collaboration with.

# Get a Florence Light account

To get started with Florence Light, simply sign up for free online at:

[www.florencelight.uk](http://www.florencelight.uk)

There's no long term contracts or hidden extras, you just pay for the plans you use.  
You'll need your organisation's name, your name and a work-based email to get started.



## Can I test it?

Yes, you can test Florence Light for free for 3 months by emailing us at [hello@mediaburst.co.uk](mailto:hello@mediaburst.co.uk)

# Using Florence Light

## Adding a new team member

As an Administrator, you can invite new users and generally administer the organisation.

When adding a new user, you'll be asked whether you want to give them permission to invite users and administer the organisation, to add patients and treatment plans or both.

## Adding a patient

Adding a patient only takes a couple of minutes and all you need is their name, mobile number and NHS number, just click on 'Find or add patient'. The patient will then receive a text message asking them to confirm they'd like to opt in to the service.

### Patient consent

Each patient is informed their data may be shared across their healthcare team. Patient consent is recorded when they text back to 'opt-in'. No healthcare information is given or collected until the opt-in is received.

### Patient opt-out

Patients can opt out at any time by replying 'STOP' to Flo.

# Additional information

Florence Light is an online web-interface, which is accessible 24 hours a day, 365 days a year.

## Technical requirements

To use the service, users will need access to a web browser. We test the system in Internet Explorer 8 and above, as well as the latest two versions of browsers from other major vendors. The service is Internet hosted and requires minimal bandwidth.

## Updates

We aim to provide all our customers with notice of any planned maintenance, service changes and product updates.

## Support

Florence Light's support team are available Monday – Friday, 9am until 5pm (UK time) with the exception of bank holidays.

## Information governance

All Mediaburst staff complete Information Governance Training to NHS standards.

We have Information Governance Toolkit Level as stated below:

[Assessment 14.1 \(2017-2018\)](#)

Overall score: **91%**

Self-assessed Grade: **Satisfactory**

## Data sharing and ownership

All the data belongs to the patient and they consent for individual clinical organisations to view their data by replying to a text message from Flo.

To view a patient's information a clinician must enter the patient's mobile phone number on the app, and request access. This will send a message to the patient stating the name of the organisation which requires access. If the patient grants access, all registered clinician users for that organisation will have access to the patient's data.

All the data belongs to the patient. Your organisation's Caldicott Guardian is the data controller.

## Termination terms

Without limiting its other rights or remedies, each party may terminate the Contract with immediate effect by giving written notice to the other party if:

- the other party commits a material breach of the Contract and (if such a breach is remediable) fails to remedy that breach within 30 days of that party being notified in writing of the breach;
- the other party suspends, or threatens to suspend, payment of its debts or is unable to pay its debts as they fall due or admits inability to pay its debts or (being a company) is deemed unable to pay its debts within the meaning of section 123 of the Insolvency Act 1986 or (being an individual) is deemed either unable to pay its debts or as having no reasonable prospect of so doing, in either case, within the meaning of section 268 of the Insolvency Act 1986 or (being a partnership) has any partner to whom any of the foregoing apply;
- the other party commences negotiations with all or any class of its creditors with a view to rescheduling any of its debts, or makes a proposal for or enters into any compromise or arrangement with its creditors other than (where a company) for the sole purpose of a scheme for a solvent amalgamation of that other party with one or more other companies or the solvent reconstruction of that other party; a petition is filed, a notice is given, a resolution is passed, or an order is made, for or in connection with the winding up of that other party (being a company) other than for the sole



- purpose of a scheme for a solvent amalgamation of that other party with one or more other companies or the solvent reconstruction of that other party;
- the other party (being an individual) is the subject of a bankruptcy petition or order;
  - a creditor or encumbrancer of the other party attaches or takes possession of, or a distress, execution, sequestration or other such process is levied or enforced on or sued against, the whole or any part of its assets and such attachment or process is not discharged within 14 days;
  - an application is made to court, or an order is made, for the appointment of an administrator or if a notice of intention to appoint an administrator is given or if an administrator is appointed over the other party (being a company);
  - a floating charge holder over the assets of that other party (being a company) has become entitled to appoint or has appointed an administrative receiver;
  - a person becomes entitled to appoint a receiver over the assets of the other party or a receiver is appointed over the assets of the other party;
  - any event occurs or proceeding is taken with respect to the other party in any jurisdiction to which it is subject that has an effect equivalent or similar to any of the previous 8 events;
  - the other party suspends or ceases, or threatens to suspend or cease, to carry on all or a substantial part of its business; or
  - the other party (being an individual) dies or, by reason of illness or incapacity (whether mental or physical), is incapable of managing his own affairs or becomes a patient under any mental health legislation.

Without limiting its other rights or remedies, Mediaburst may terminate the Contract with immediate effect by giving written notice to you if you fail to pay any amount due under this Contract on the due date for payment, and may suspend the supply of Florence Light under the Contract or any other contract between you and Mediaburst in any circumstances where it has a right to terminate the Contract.

## Consequences of Termination

On termination of the Contract for any reason:

- you shall immediately pay to Mediaburst all of Mediaburst's outstanding unpaid invoices and interest and, in respect of the supply of Florence Light but for which no invoice has been submitted, Mediaburst shall submit an invoice, which shall be payable by you immediately on receipt;
- the accrued rights, remedies, obligations and liabilities of the parties as at expiry or termination shall not be affected, including the right to claim damages in respect of any breach of the Contract which existed at or before the date of termination or expiry;
- all accounts in your name or associated with you shall terminate; and
- clauses which expressly or by implication have effect after termination shall continue in full force and effect.

## Data restoration/service migration

We provide the ability to export user data should you wish to migrate away from using our service.

# Your responsibilities

As a customer, you (and your organisation) must make sure your patients have opted in to receive text messages from you and you must give them the option to OPT OUT at any time.

Recognising that good management and security of Florence Light is important, you will agree that you will:

- 1 Ensure that the terms of the Order are complete and accurate
- 2 Provide Mediaburst with such information and materials as Mediaburst may reasonably require in order to supply Florence Light, and ensure that such information is accurate in all material respects
- 3 Maintain a back up service to supply appropriate alternative services to its own clients in the event that Mediaburst is unable to supply Florence Light for any reason whatsoever
- 4 Not use Florence Light for any improper, immoral, fraudulent or unlawful purposes of for the sending of any communication or storing of any information which could be deemed offensive, abusive, indecent, obscene or menacing nature
- 5 Keep all usernames (including email addresses used to login to the system) and passwords safe and notify us immediately if it believes that any have been lost, stolen or compromised
- 6 Not use Florence Light for the purpose of spamming in whole or in part;
- 7 Not act in any way, whether knowingly or otherwise, such that the operation of Florence Light will be jeopardised or impaired
- 8 Comply with any reasonable instructions issued by Mediaburst which concern the Customer's use of Florence Light and co-operate with us in our reasonable security and other checks
- 9 Not use Florence Light in any way which breaches the Intellectual Property Rights of any third party
- 10 Tell Mediaburst if the Customer intends to re-sell the texts that is purchasing from Mediaburst, so that the VAT Regulations can be complied with.

# About Mediaburst

We are a client-focused, corporate SMS provider based in the Northern Quarter, Manchester. Every year, we deliver more than 100 million texts for our clients.

[Mediaburst](#) form a vital link between mobile networks and businesses wanting to communicate via text message.

Our products, [Textburst](#), [Clockwork](#), [SurveyMill](#), [Florence](#) and [Florence Light](#) all benefit from rock-solid SMS infrastructure, global connectivity and industry-leading support.

Established in 2000, we continue to expand our global coverage and network connectivity as well as our user base and messages sent.

## Our team

Our employees are by far our most valued asset. We're made up of left and right brains, intellectuals and perfectionists, the caring and the helpful.

Our account managers and support staff sit on the front line, helping customers solve problems and make the most of text messaging.

Behind the scenes, our developers and software engineers work to keep the servers running, monitoring throughput, network connections speed and availability.

Our designers and usability experts are constantly listening to and assessing user feedback while collaborating with the team to make our products and services better for all.

## Our technology

We choose our technology very carefully, ensuring that it's fast, reliable and secure. Our servers are kept in state-of-the-art data centres connected by an MPLS network. Each site provides us with at least 99.9% uptime and sufficient capacity for all of our SMS traffic.

We use:

Secure UK-based data centres

Cisco firewalls

SSL certificates with extended validation

VPN connections (available upon request)

There's no safer or more reliable provider to process your text messages.

## Backup, Restore and Disaster Recovery

We run multiple live sites with all data replicated across them in real time, giving us a live backup facility. All sites have a local backup and offsite backups are taken periodically.

In the case of a system failure, all customers are automatically migrated between sites with minimal service downtime. We test this regularly when we undertake maintenance and as a result have no planned maintenance downtime.

Availability of the service is very high so we simply reroute to the other site or servers in the event of planned or unplanned maintenance.

For more information please contact us on:

**0161 359 3100**

[hello@mediaburst.com](mailto:hello@mediaburst.com)

[www.florencelight.uk](http://www.florencelight.uk)

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