Florence

Telehealth App: *Helping patients to manage their own conditions*

Contents

"Flo found I had a heart problem and my GP was able to quickly see me and then check on my progress. I'm far less worried about my condition, I am less tired and feel much better now because of Flo"

"Even though I had never used text before, the system is very easy to use and I don't have any problems sending my readings in"

"Flo is actively supporting the need to look holistically at patients"

Introduction

Florence, otherwise known as 'Flo' is a service from Mediaburst, that brings Telehealth to any patient with a mobile phone. Florence is a web application and texting service which enables patients to text in their vital statistics using their own mobile phones.

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

Florence 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

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

Quite simply, patient feedback shows Florence can make patients and the families of patients feel like they've been given their life back. They often report feeling more liberated and confident whilst managing their own healthcare using Florence.

Florence is currently being used for many different illness, long-term conditions and issues affecting the NHS and its patients. These include but are not limited to:

Diabetes Obesity Hypertension Heart Failure
Mental Health Breast Feeding Appointment Reminders
Patient Independence COPD Smoking Sessation

Get a Florence account

To get started with Florence, contact the support team at Mediaburst. We'll send you a quote for the annual license and support fee, the bundle of text messages you've chosen, and the Simple Telehealth Community Subscription if applicable.

You will need to provide us with details of at least two people whom we can provide administrative access. When we create your new Florence account, they will all receive an email invite with a link to activate their individual logins.

Admin's can add clinicians, groups and protocols onto the system.

We advise you liaise with SSHC for training on setting up protocols, adding patients and applying these protocols correctly.

Can I get a demonstration?

We're more than happy to show you the app and what it can do.
You can request a demonstration by emailing hello@mediaburst.co.uk

Using Florence

Adding new clinicians

As an administator, you can add new clinicians to the system. Once added, they will receive an email invite with a link for them to click to activate their individual logins.

Adding new patients

Both admins and clinicians can add a new patient by inviting them via the app using the patient's mobile number. The patient will receive a text message asking if they'd like to join Florence.

The patient will begin receiving SMS messages from 'Flo' once they have opted-in by texting 'YES' to confirm they'd like to join Florence and their clinician has added a protocol to their account.

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 or texting "STOP" to 64711.

Adding protocols

Clinicians can browse for and add a variety of protocols to patient accounts via the app. Once in progress, they can view message history and review/export data received from the patient.

Additional information

Florence 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'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

Clinicians across different surgeries and clinical commissioning groups share patient data.

To view a patient's information a clinician must have access to their mobile phone number and the clinician will be warned that they must have consent to view the data.

When a clinician accesses a patients record for the first time Florence will immediately text the patient to inform them a new clinician has accessed their data. The text includes the clinician name, group, organisation and telephone number.

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

Full data sharing terms are available at www.getflorence.co.uk/legals/data-processing-agreement/.

Termination terms

The Florence license is valid for one year. An organisation can terminate an account at any time without notice, however the upfront cost for the year will not be refunded.

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

Full terms including termination terms are available at www.getflorence.co.uk/legals/terms/.

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 subscribers 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 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, and ensure that such information is accurate in all material respects

3.   Maintain a back up service to supply appropriate alternative services to your own clients in the event that Mediaburst is unable to supply Florence for any reason whatsoever

4.   Not use Florence 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 you believe that any have been lost, stolen or compromised

6.   Not use Florence 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 will be jeopardised or impaired

8.   Comply with any reasonable instructions issued by Mediaburst which concern the use of Florence and co-operate with us in our reasonable security and other checks

9.   Not use Florence in any way which breaches the Intellectual Property Rights of any third party

10.   Tell Mediaburst if the you intend to re-sell the texts that you are 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 and Florence 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.

What clinicians say...

"When I was first introduced to Florence I felt a sense of excitement. I could readily see how this group of patients, especially my younger cohort would start to engage with it"

"One of the unique things about Florence is it relies on existing care pathways so any of the information it gives to the patient has already been approved by a Clinician"

"[One patient] has completely turned around her diabetes management within 6 weeks of starting on Florence. She has already reduced her long-term blood glucose by a third"

What patients say...

"If she can change my life, then she can change anyone's life"

"Just go for it. It helped me, it really is quite straightforward"

"Florence has given me an extra layer of reassurance and a sense of regaining control. Help and advice is only a text away"

"I feel a lot less tired, I remember I was feeling really tired a few months back"

"I was quite surprised at actually how much it has helped me"

For more information please contact us on:

0161 359 3100

hello@mediaburst.com

www.getflorence.co.uk

www.mediaburst.co.uk

09/05/2018

mediaburst