

Date: **4 December 2019**

Our reference: **FOIRQ5543**

Dear Sir/Madam,

Thank you for your request for information, which we have processed under the Freedom of Information Act 2000. Please see our response to your following request for information:

**Your Request**

*I hereby, under the Freedom of Information Act, request information on the services outsourced by your Trust for Patient communications.*

*My specific questions and the responses required are attached.*

[Your attachment: Word document titled "FOI NHS request template"]

**Our Response**

Great Ormond Street Hospital for Children NHS Foundation Trust (the 'Trust') is a single site, specialist tertiary paediatric trust. The Trust has responded to your request for information in the attached document titled "FOIRQ5543 – FOI NHS Request (Completed)". However, we have responded further to your following questions as referenced \* in the attachment:

- *What channels do you use to remind patients about their appointments?"*

**DrDoctor Full Appointment Management (maximum anticipated usage) \***

***Per G-Cloud Call-Off instructions, this is the maximum anticipated volumes of all services under this Call-Off Contract, although there is no guarantee to the Supplier of volume.***

- **Full Appointment Management Platform**
- **216,000 appointments at 45p per appointment per annum**
- **£97,200 annually**
  
- **SMS – Outbound**
- **Estimated 2.315M SMS fragments at 1.9p per fragment**
- **£44,000 (estimated)**

**DrDoctor Essentials (initial anticipated usage) \***

- Essentials Platform
  - 216,000 appointments at 25p per appointment per annum
  - £54,000 annually
  - SMS – Outbound
  - Estimated 2.315M SMS fragments at 1.9p per fragment
  - £44,000 (estimated)
- *Please provide the name and role of the person(s) responsible for the implementation and continued running of the services mentioned above*

**Please note: \* the named person we have provided in the attachment has refused consent for their personal data to be used for direct marketing purposes.**

**The Privacy and Electronic Marketing Regulations state that an individual must consent to processing of their personal data for marketing purposes. Re-use of their data for this purpose without explicit consent would therefore be a breach of their rights under the Data Protection Act 2018.**

**The Trust takes breaches reported by our staff seriously and we will make relevant complaints, including referrals to the Information Commissioner, if necessary.**

**Please note:**

The information we have provided under the Freedom of Information Act 2000 is the information held on the date your request was received by the Trust.

We hope the information provided is sufficient and helpful in answering your questions or any issues or concerns. Should you have any further queries in relation to this request, please do not hesitate to contact the FOI Team and quote the above reference number on any related correspondence.

**Re-use of information**

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Yours sincerely

**Freedom of Information team**

Great Ormond Street Hospital for Children NHS Foundation Trust

Email: [foiteam@gosh.nhs.uk](mailto:foiteam@gosh.nhs.uk)

**[Enclosed – Your rights – see next page]**

**Your Rights**

Should you have any questions relating to the response you have received to your request for information, please do not hesitate to contact the FOI Team. Alternatively, you are entitled to make a request for an internal review within two months from the receipt date of our final response to your original request. You can also write to the Head of Quality & Safety at the following address:

Quality & Safety team  
Great Ormond Street Hospital  
LONDON  
WC1N 3JH

If, however, you remain dissatisfied with the outcome of the internal review then you have the right to appeal to the Information Commissioner as the final stage of the FOI process. You can contact the Information Commissioner's Office at the following address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF