

# Clinical Research Network East Midlands

## **GP Text Messaging: Progress and Key Findings**

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# Join Dementia Research in the East Midlands



National Institute for  
Health Research



# Join Dementia Research in the East Midlands

CRN East Midlands has a nominated Project Manager to support the integration of Join Dementia Research to the dementia clinical pathway

- Part of the CRN East Midlands core team
- Embedded in Division 4 working along side Division 4 Dementia Lead (Tom Dening), RDM (Karen Pearson) and Research Operations Manager (Ali Raynor)
- Part of CRN East Midlands Communications and PPI working groups
- Collaborate with Research Delivery teams in Acute Trusts, Health Care Trusts, Primary Care and Universities.

# Join Dementia Research in the East Midlands

## Collaborate with and support Partner Organisations in offering Join Dementia Research to their service users

- **NHS Organisations:** Acute Trusts, Health Care Trusts and Community Trusts and Primary Care
- **Alzheimer Society**
- **NHS Strategic East Midlands Clinical Network**
- **CLARHRC EM and EMAHSN**

## Support researchers in using Join Dementia Research as a recruitment tool for Dementia studies

- Training, monitoring, performance management and reporting of Join Dementia Research
- Support Researchers in uploading studies to Join Dementia Research
- Communicate with the national Join Dementia Research
- team and other LCRN and disseminate the info in the EM
- Work with the different CRN work streams to integrate Join Dementia Research

# GP Text Message Pilot



**Idea came from a PPG Member at a  
Derbyshire GP Practice**

Following a Join Dementia Research presentation at a PPG  
engagement and awareness event organized by the CRN East  
Midlands

# After the idea....



- **We contacted the Practice Manager**
- **We Looked into Information Governance issues**
  - It was agreed that the GP Practice Manager would decide if the text message followed their IG policies and could be sent to their contact list
- **We Looked into the content of the message and confidentiality issues**
  - Make sure that we did not break any confidentiality by identifying anybody with dementia with the message
  - The aim of the message was to signpost
  - Short, with a link to the Join Dementia Research website
  - It was approved by the Join Dementia Research Programme Manager and Join Dementia Research Communications team

# The Text Content



“ (Name of the Practice) supports an NHS service for anybody over the age of 18 to help beat dementia. For more information please visit [www.joindementiaresearch.nihr.ac.uk](http://www.joindementiaresearch.nihr.ac.uk)”

# First Message



- First message was sent by one of the Derbyshire Medical Centres on 01/03/2017
- 6,724 text messages were sent
- We monitored Join Dementia Research uptake in the region over the subsequent 2 week period, a significant increase was not seen
- We did not get any negative feedback on the content of the message or any other IG issues
- Even though we did not see any big response to the text messages we decided that due to the low cost and low workload of the project it was worth pursuing
- So...we expanded to other GP Practices in the East Midlands



# So Far



## We have sent 129,038 text messages in 30 GP practices

- **Nottinghamshire:** 11 GP practices and 53,630 text messages
- **Derbyshire:** 7 GP practices and 38,823 text messages
- **Lincolnshire:** 3 GP Practices and 8,566 text messages
- **Leicestershire:** 8 GP Practices and 21,358 text messages
- **Northamptonshire:** 1 GP Practice and 6,661 text messages

# GP Practice Engagement



- The CRN EM Primary Care Team have been the driving force of the project
- They have contacted the GP Practices and leased with them
- Two main points needed confirming before the message was sent
  - That they Practise Manager agreed with the content of the message and was happy to use their text message service to send it
  - That sending the message was according their IG Policy
- We received written confirmation from the Manager regarding these two points before the message was sent

# Feedback from the project



- We did receive feedback from one of the CCGs saying that they would have liked to be involved in the project rather than us approaching the GP practices directly.....
- After all the messages we have sent, we have not received any negative feedback from the content of the message or any IG issues

# Impact in Join Dementia Research Registrations

We estimate that from 129,038 text messages we have had around 215 Join Dementia Research registration

It does not seem great return for the number of messages

**BUT**

The Project is very low cost and low workload (if you have a established primary care research team) and it also creates engagement with GP Practices potentially creating other collaborative opportunities.

