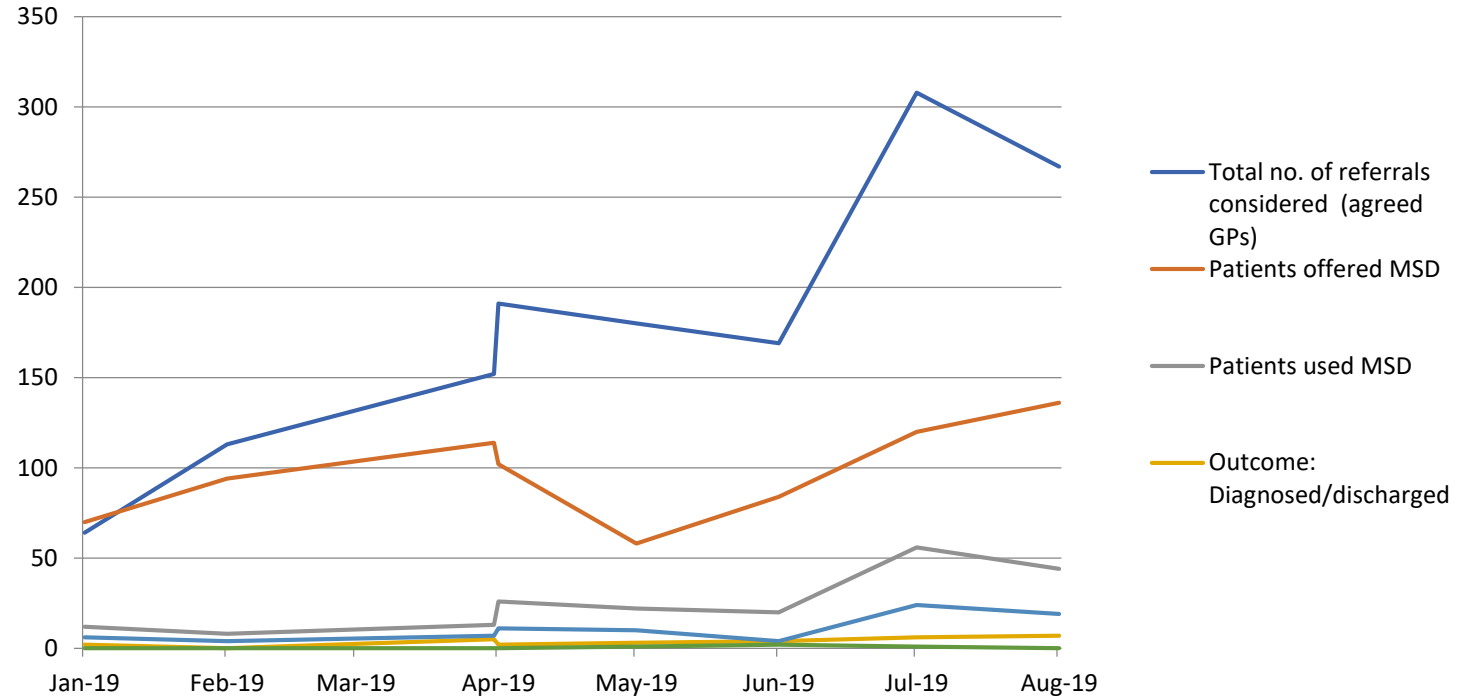


Results with MySkinDoctor...

Use of MySkinDoctor (MSD) Mobile App CCG Contracts – 300 cases per month



Outcomes:

- 22-25% patients assessed and discharged with a diagnosis and treatment plan
- 38% booked into a Clinical OPD
- 35% booked into a Surgical OPD
- 2-3% upgraded to 2WW clinic or secondary care (including with Melanoma)

Key Performance Indicators

- No patient complaints
- No missed diagnosis or clinical incidents
- 4.5/5-star rating



Benefits of MySkinDoctor...

- Patient friendly mobile app
- Fast access to a dermatology opinion within 3 working days
- No additional workload for the referring GP
- Cost saving NHS
 - 22-25% patients seen at a reduced cost of £72 vs £144 for a hospital OPD
- Cost savings Patients - Patient's / carers do not need to take time off work
- Direct triage into inflammatory or skin surgical slots = efficiency
- Reduces pressure on the physical demand for face-to-face dermatology
- Seamless integration into existing clinical service
- Expert opinion Consultant Dermatologist
- GP feedback and information like a traditional appointment with letter:
 - Diagnosis
 - Treatment
 - Follow-Up
- App also offers ability to do follow-up consultations with Face-to-Face video consultations





What are patients saying about MySkinDoctor?

- **Patient testimonials:**
 - “I found the app easy to use”
 - “Usage of the app was easy. The amount of information given to me in the letter was fantastic (Telederm clinic letter)”
 - “The app was really easy to use, and I was surprised by how fast I received a response. I hope to never need to use the app again, but I wish all health service had this facility. So convenient for a full-on lifestyle”
 - “I am not very technically minded but I used the app quite easily. I received a response the next day which was handy”
 - “I was surprised to be asked to use an app for the issue I had with my leg. Although as soon as I started to use it, I realised how convenient it was. I would highly recommend the app”
 - “The app was easy to use. I called the advice line to check they had received my photo, the lady I spoke to was helpful and reassuring. I received a notification on my phone within 48 hours which included a lot of helpful information about my diagnosis”