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Date: 16 July 2010
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Press release

NHS Bristol's iPhone app proves instant success

NHS Bristol's unique and groundbreaking application has now been downloaded over 1,500 times throughout the Bristol area and is receiving rave reviews all over the world.

The application, which was developed by local firm MyOxygen and can be downloaded from iTunes, has also proved to be a hit all over the UK amongst the health community. Other health authorities are queuing up to share Bristol's technological development, and with NHS Bristol's unique licensing agreement, they can take advantage for free.

The application uses GPS positioning to locate nearby health services for the user including hospitals, GP surgeries, pharmacies and NHS dentists - all with contact details and opening times.

The free application also provides a unique 'push notification' system that automatically sends a text message to the user to remind them of an appointment. With missed appointments costing the NHS millions of pounds each year this is an essential money-saving tool.

Deborah Evans, NHS Bristol chief executive said: "I'm incredibly excited at the success of the application and that so many people are using it.

"Knowing how to access the most appropriate service can be difficult for people – particularly those new to the city – so having it all at the touch of a button is amazing. The feedback we have received so far is encouraging and really shows us that people value us using new technology to deliver important health information and advice."

The development team are currently looking into adding further services to the application as a result of feedback, including stop smoking services, sexual health services and many more.

Hugh Annett, Bristol's director of public health said: "The iPhone technology allows us to really communicate with our public and give them information in the palm of their hand that they may never have been able to access before.

"The iPhone application – which has cost the same amount as a leaflet to develop – has proved a real success for Bristol. I'm encouraged that the technology has been adopted so quickly and that we improve the application to give Bristol residents even more choice and information about the services we provide."

The application will also form the basis of an autumn campaign to target students in Bristol who often struggle to find the most appropriate service when searching for healthcare – often ending up in A&E unnecessarily.

Some of the customer reviews on the iTunes store include:

"This app is brilliant. I would have forgotten an extremely important appointment if it wasn't for this app. Highly recommended!"

"This app is amazing. I was visiting Bristol for the weekend and became ill. With this app I was able to find a solution to my problem. The app is very easy to use and packed full of useful hints and tips."

"Really great looking, useful app."

ENDS

Notes for editors

The application can be downloaded for free through iTunes:

<http://itunes.apple.com/us/app/nhs-bristol/id370563393?mt=8>

For more information on the application please contact Lawrie Jones on: 0117 900 3410 or at: Lawrie.jones@bristolpct.nhs.uk

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