

## Solent NHS Trust Case Study

### TextAnywhere is put to the test.

Sexual health is not a subject that invites open discussion, yet the need for specialist services to counter the increase in Sexually Transmitted Infections (STIs) has never been greater.

The problems faced by the dedicated professionals that work in the specialist clinics set up by the NHS are not restricted solely to the testing and treatment of disease.

#### Serious Problem

Jackie Pointer is the Chlamydia Coordinator at Solent NHS Trust Sexual Health Service. “Our department runs the Chlamydia Screening programme for the Solent NHS Trust. It is a very important service for public health as Chlamydia, if left untreated, can have serious health complications.”

Continuing, Jackie added “It has recently been estimated that 40 per cent of women who have untreated Chlamydia may develop pelvic inflammatory disease (PID), a condition in which the internal genital organs are permanently damaged. The results may be sterility and long-term pain.”

#### Screening Reveals Problem

Jackie explained the depth of the problem, “Screening has recently shown that in some parts of Britain, 10 to 20 per cent of young adults have Chlamydia. It is also thought that tens of thousands of other people have caught the infection, but they are often unaware that they’ve got it.” She added, “On the plus side Chlamydia can be easily cured, but unfortunately it sometimes produces no symptoms in either men or women, so it can remain undetected, which is why our screening programmes are so important.”

#### Not an Easy Subject

Detailing the activities of the clinic, Jackie said, “Sexual health is not an easy subject to broach with young people, so our programme of opportunistic testing for the under 25s takes full advantage of a variety of locations and settings, including colleges, universities, GP surgeries and pharmacies, where we can conduct highly confidential screening.”

#### Remaining Anonymous

Jackie went on to say, “The key to our on-going success is definitely confidentiality. Remaining completely anonymous is highly critical to many young people, and they certainly would not thank us if a branded letter from the NHS landed on the doormat saying “Congratulations, your Chlamydia test is negative!””

## Building Trust

Jackie revealed, “To help build and maintain trust with our target group we have adopted TextAnywhere Ltd’s TextOnline SMS messaging service to communicate with our clients.”

“We chose TextAnywhere because the easy-to-use internet-based system allows us to send messages from a generic mailbox, which does not reveal its origin, so anyone reading the message, other than the recipient, would not register that it was from a sexual health service.”

## Key Objective Fulfilled

“The major objective of our team,” said Jackie, “has been to preserve confidentiality, but maintain a reliable low cost communication channel that would not cause any embarrassment to our clients. TextAnywhere has ticked all the boxes. It helps us maintain contact and resolve health issues for our clients in complete privacy.”

“From a staff viewpoint the system is remarkably simple to understand with easy templates to guide new users through the process. From a results standpoint it has been very successful. Clients have been able to respond within minutes and suitable treatment or medical advice arranged if necessary. In the cases where people have not responded, or message failure is detected, we can at least use other forms of contact.”

## Competitive and Reliable

Jackie summarised, “TextAnywhere is a very competitive, cost effective and reliable service and was recommended to us by another screening programme. It certainly helps us maintain the essential confidentiality that is so critical to our success.”



## Information in Confidence

If you need information about STIs, don't be afraid to contact [www.letstalkaboutit.nhs.uk](http://www.letstalkaboutit.nhs.uk). They can help with clear, non-judgemental and totally confidential advice.



## Secure Company

Since 2002, TextAnywhere has offered a range of text services that focus on reliability, ease of use, security and good value, backed by quality support from a financially secure, profitable organisation.

## Range of Services

TextAnywhere provides commercial and public sector organisations with text messaging services that enable the sending and receiving of SMS messages from individual desktops or handheld devices, through online and email applications. These can be through a simple pre-paid model or monthly account terms.

The company also offers a Developer Toolkit for clients to integrate texting in to their own applications, as well as a White Label service for partners who wish to offer TextAnywhere's services as their own, branded text messaging services.

If you would like to find out more about how TextAnywhere can help your business communications, please visit our website [www.textanywhere.net](http://www.textanywhere.net) or call the sales team on 08451 221 302, or email us on: [welcome@textanywhere.net](mailto:welcome@textanywhere.net).

