



For immediate release  
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## Texting improves your health service

Health centres are among the many organisations realising the effect SMS text messaging can have in managing large bodies of staff and customers.

By sending patients text message reminders, a number of centres and practices have found a significant reduction in their appointment wastage. Now health centres are discovering text to be valuable in finding staff too.

“A great example of its use is in sourcing locum GPs,” says Sam Bryans, Business Manager at a Lisburn Health Centre based partnership. “This was a challenge my colleague also faced. But whereas she had spent hours phoning around, I spent a few moments composing a bulk text-message, and within 3 minutes I’d found one.”

Reports have already claimed that text-messaging can save the NHS millions of pounds. “In terms of the savings in man-hours and the price of telephone calls, it’s great value for money,” agrees Mr Bryans.

“We are currently setting up e-txt mechanisms for a diabetic clinic and appointment reminders for contraceptive injections.”

Northern Ireland’s Lisburn Health Centre, currently the third largest health centre in Europe, is amongst many centres, practitioners and surgeries enjoying the benefits of Dynmark’s e-txt message manager, including Cardiff and Vale NHS trust.

The surge of health centres taking up text-messaging solutions reflects a wide-scale embracing of mobile messaging technology by large and small businesses in the UK, revealed by Mobile Data Association market research. Mobile’s effectiveness as a business tool is also discussed in *Less talk, more action* - a Dynmark review of the non-voice mobile sector.

To download the full report, visit [www.dynmark.com](http://www.dynmark.com)

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### Notes to editors

1. **Dynmark International Limited** is the UK’s leading mobile messaging applications developer and provider of bulk SMS text messaging and mobile data solutions. Dynmark’s range of products include e-txt™ message manager, winner of the New Product Award at the DMBusiness/ International Direct Marketing Fair (IDMF).



2. **e-txt™**(e-text) is a powerful bulk SMS text message management and distribution system which resembles popular email applications. But unlike email, it allows PC users to send and receive bulk SMS text messages, set up SMS text campaigns, publish mobile internet sites and set-up email, amongst other functionality.
3. **e-txt plug-in applications.** Dynmark are developing mobile features plug-ins for Act! by Sage, empowering users with the ability to send, receive and track messages through familiar Sage programs. Future customer relationship management software plug-in applications will include Sage CRM MME, Goldmine and Lotus Notes.

**Further information**

Mark Hawkins  
Dynmark International Limited  
Tel: +44 (0)1242 257955

[Mark@dynmark.com](mailto:Mark@dynmark.com)  
[www.dynmark.com](http://www.dynmark.com)  
[www.e-txt.co.uk](http://www.e-txt.co.uk)