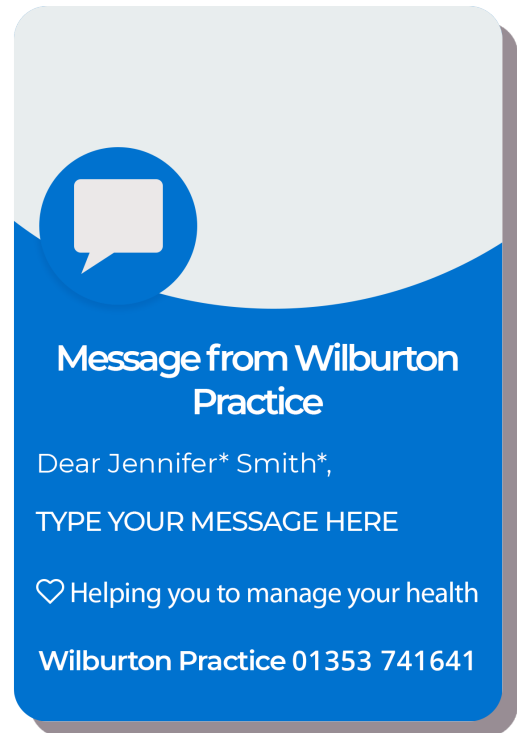
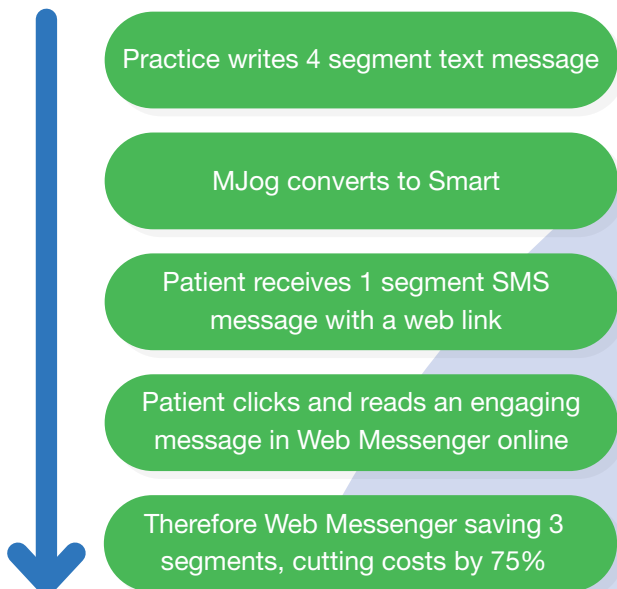




Web Messenger is designed to cut NHS SMS costs in half. CCGs in England can **save over £137,000 per year*** in SMS costs by enabling delivery through Web Messenger in all of the practices across their area, with some CCGs saving upwards of £230,000 per year.

How it works

MJog sends your patient a one segment SMS message telling them they have a message from their practice. In the SMS message there's a link that sends them to a secure web page launching Web Messenger. Within Web Messenger is the stylised full message from the practice, plus further details. Here's what that looks like:



What are the benefits?

- Send SMS messages of multiple segments for the price of one segment, **cutting costs by 50% or more**
- Send engaging messages instead of plain SMS, **boosting patient engagement** with their healthcare
- Include documents, videos and images in your messages for no extra cost to the practice or to patients**
- Show patients extra key information for free, such as the practice phone number, email, and website easily.

What are the costs?

Despite Web Messenger being able to save £137,000 a year for an average CCG and over £230,000 for some CCGs, MJog Web Messenger will be **available for free***** for all CCGs that have selected MJog Premium and MJog Smart.

INCREASE ENGAGEMENT.

SAVE MONEY.

*savings averaged across UK CCGs using MJog. Savings do not take into account SMS messages sent by other services. **Data charges by patients' mobile provider may apply. ***free for one year for all new and existing customers, offer expires September 2021.

www.mjog.com

