

MyWay Communications

1. Service overview

MyWay Communications is a digital cohort-finding and patient communications service that helps NHS teams identify eligible patients and support uptake of NICE-recommended interventions. It uses patient records to generate referral lists and deliver targeted digital messaging, improving access, increasing uptake and **reducing manual effort associated with patient identification and engagement at scale**.

The service is provided as a fully hosted, managed software-as-a-service (SaaS) solution.

2. What the service does

MyWay Communications supports commissioners and care teams to identify defined patient cohorts and communicate with them effectively about relevant NHS services and programmes.

The service applies eligibility rules to patient records to generate lists of appropriate patients and delivers structured digital communications to explain eligibility and next steps for engagement.

3. Who the service is for

MyWay Communications is designed for:

- NHS commissioners and integrated care systems
- Primary care and community services
- Providers of NHS and NICE-recommended programmes

The service can be commissioned for a defined population within a commissioning area and configured to local priorities and programmes.

4. Key features

MyWay Communications includes the following core features:

- Cohort finding using patient records and eligibility criteria
- Referral lists generated from primary care patient records
- Digital patient messaging via SMS and email
- Multi-wave messaging campaigns to support engagement
- Eligibility rules aligned to NICE-recommended interventions
- Integration with NHS GP systems including EMIS, Vision and SystemOne
- Secure handling of patient data with NHS governance controls
- Centralised campaign management and reporting
- Fully hosted, managed communications service
- Population-level reporting on engagement and uptake

5. Key benefits

MyWay Communications helps organisations to:

- Identify eligible patients quickly and consistently at scale
- Increase uptake of NHS and NICE-recommended services
- Reduce manual effort involved in patient identification and referrals
- Enable targeted patient communications without increasing staff workload
- Support proactive population health management initiatives
- Improve access to preventative and enhanced services
- **Reduce manual workload associated with patient identification and outreach**
- Standardise referral and engagement processes across services
- Save clinical time through automated cohort identification
- Provide clear insight into engagement and referral outcomes

6. Service delivery model

MyWay Communications is delivered as a fully managed SaaS service. MyWay Digital Health is responsible for hosting, maintenance, campaign execution and technical support.

The service is centrally managed and accessed via secure web-based interfaces.

7. Onboarding and implementation

Implementation is managed by the MyWay Digital Health team and includes:

- Configuration of eligibility criteria and messaging content
- Support for information governance processes and approvals
- Integration with NHS GP systems
- Campaign planning and scheduling
- Agreed testing and sign-off prior to live communications

All implementation activities are agreed with the commissioning organisation.

8. Information governance and security

MyWay Communications operates in line with NHS information governance requirements.

The service supports:

- NHS GP system integration (EMIS, Vision, SystmOne)
- DPIA and information governance documentation processes
- Compliance with NHS Data Governance, GDPR and ISO/IEC 27001
- Secure user access and authentication

Local information governance approval and data sharing agreements are required prior to deployment.

9. Hosting and resilience

The service is hosted in UK data centres on Microsoft Azure and Amazon Web Services.

It includes:

- Regular data backups
- Disaster recovery arrangements
- High availability aligned to service level agreements

10. Support and service levels

Ongoing support includes:

- Secure service access and authentication management
- Technical and end-user support during business hours
- Campaign monitoring and reporting
- Population-level reporting on communications and responses

Support operates in accordance with agreed service level agreements.

11. Service constraints and assumptions

- The service supports patient identification and engagement, not clinical decision-making
- Local information governance approval is required prior to go-live
- Communications are subject to patient consent and local approval
- Third-party messaging costs may be excluded, depending on configuration

12. Exit and data handling

On exit of contract, data is handled in accordance with existing data sharing agreements, consent and information governance standards.

No additional patient-identifiable data is created by the service beyond communications activity. Data can be securely archived or deleted as agreed.