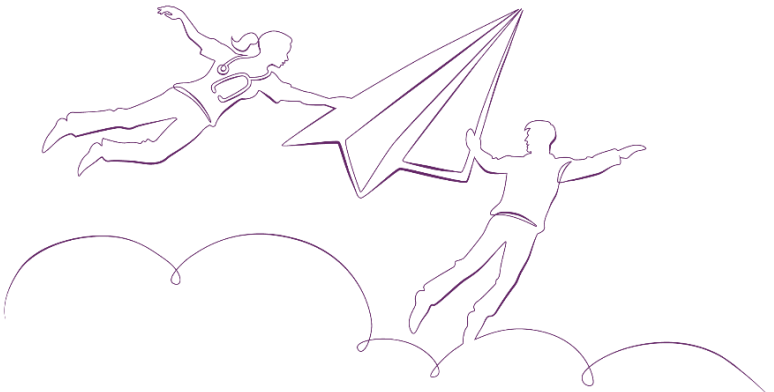


# florence

Intelligent Health Messaging

Shaping the future of  
behavioural change by design



## Your Introduction to Florence

### Does Flo cost me anything?

The simple answer is no. If you are receiving messages from Flo, or replying to her from the UK you will not be charged for the messages – you can even use Flo if you have a pay-as-you-go phone with no credit!

**Flo can be used worldwide, but messages will be charged at your network rate outside of the UK.**



If you have a holiday planned, and you do not want to receive messages while you're away, just send Flo "AWAY". When you get back from your holiday simply send "HOME" to start receiving Flo's messages again.

**If you are being asked to take readings by Flo, then you should be provided the appropriate equipment free of charge.**

### What do patients think of Flo?

The service has altered my life. I feel supported...It's great.

Flo found I had a heart problem and my GP saw me quickly and now checks on my progress.

I was astonished at how Flo changed my medication habits.

### Who provides Flo?

Flo is provided for you by your local NHS healthcare team, social care team or voluntary sector team.

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Intelligent Health Messaging

Powered by  Generated Health

**Florence - Intelligent Health Messaging**  
Mercury House, 117 Waterloo Road  
London, SE1 8UL

*Patient Consent (disclaimer): Please note that Florence is not an emergency service and by using Flo, you are still responsible for your health, and if you feel unwell, you should take the necessary action for your well-being, including seeking help from health professionals in the usual way.*

**Florence (or Flo to her friends) is the NHS's simple and easy to use service to help you manage your own health. Flo is named after the famous "Lady with the lamp", Florence Nightingale, and was designed by professionals within the NHS to provide you with the best care, tailored to suit your needs.**

Read more about Flo on [www.genereatedhealth.com](http://www.genereatedhealth.com)

## How does Flo work?

Simply, Flo will help you to manage your own health better by keeping in touch with you using text messages to your mobile phone. Your healthcare professional will have used their expertise to develop care pathways (also called protocols) for a variety of conditions or situations. Flo can send you a mixture of prompts and readings, which we'll explain more about shortly.

## How do I sign up to Flo?

Signing up to Flo is easy! When you have had a chat with your healthcare professional, they will add a few details to Flo's system, including your mobile number. You will receive a message from Flo asking you if you would like to join. **If you decide to join, you are giving your consent to share your information across the teams that help to provide your care.** Simply reply "ACCEPT" to get started.

**If, for whatever reason, you decide that you want to stop using Flo, you simply need to send "STOP", and Flo will stop sending you messages. The choice is yours!**

## What sort of messages will Flo send me?

Once set up, Flo will send you messages to help you manage your health. **There are two types of messages that Flo may send you: reminders and readings.**

As the name suggests, the purpose of reminder messages is to prompt or remind you to take some action as agreed with your healthcare team.

For example, if you have asthma, Flo may be reminding you to use your inhaler. Despite being called "reminders", Flo also uses these messages to send out motivational support and advice to patients – she really is versatile!

**Readings messages will ask you to reply to Flo**

take some type of reading and send her the results.

For example, blood pressure readings. If your Blood Pressure reading is above 180/110 or systolic (upper number) is above 200 mmHg, repeat your reading 30 minutes later and if it's still as high then phone your GP or 111 out of hours.

The messages you receive from Flo are usually a mix of readings and reminders, but this depends on what care pathway you are on.

**Reminder messages do not require you to reply to Flo**

Depending on what Flo is helping you to manage, she will ask you to

Additionally, your healthcare professional can send you one off messages through Flo if they need to.

## What does Flo do with my readings?

When you send a reading to Flo, two things happen.

### Firstly, Flo will reply to you.

Her reply will depend on the reading you send, and what your healthcare professional has set as a desirable range for this. Flo's reply will confirm if your reading is within that desirable range, but if not, she will give you some advice to follow.

**All of Flo's messages are developed by your healthcare team following best practice guidelines, so you can be sure that the advice she gives you is safe to follow.**

### The second thing that Flo will do is save your readings to your profile on her system.

This means that your doctor, nurse or other healthcare specialist is able to check how you are doing.

While **Flo is not an emergency care triage service**, being able to see your results will help your healthcare professional to provide the best ongoing care, informed by the up-to-date readings you send to Flo.

**florence**

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