

Case study

NHS - National Health Service



Healthy Outlook for txtNation

Objective

Mobile services provider txtNation and the National Health Service have teamed up to provide an SMS service that allows the public to obtain information with sexual health issues. Advice can be sent instantly to any mobile phone from trained NHS experts thanks to the campaign that txtNation have set up.

Course of action

The mobile user texts 'NHS' to a short code and a WAP link will be sent to their mobile phone which has the answers to questions about sex, sexually transmitted infections (STIs), contraception and provides information about where you can get help in your area. The text NHS campaign is completely confidential and because customers can look at it on their mobile phone, the service can be initiated whenever and wherever.

Results

txtNation are providing the services for this campaign which is enabling everyone easy access to the website. Along with the information that will be displayed, the mobile user also has the chance to make an appointment within their local doctor area if necessary. With over one million users, the service has surpassed all expectations.

Accessing the website and using the services provided by txtNation will be charged at the standard network rate.