

FAQ: GoShare AI-Powered Patient Recalls for Practices

1. What is GoShare?

GoShare is a patient recall platform that helps practices identify eligible patients and send recall messages using SMS, with multilingual AI-powered voice follow-up for patients who do not engage with the initial message.

2. What kinds of recalls can GoShare support?

GoShare has been used for recalls and outreach relating to COVID-19, flu, pneumococcal vaccination, childhood immunisations, bowel screening, cervical screening, lung cancer screening, heart health checks, diabetes-related outreach, chronic condition recalls and more.

3. How much time does it take for a practice to participate?

Most recalls are set up in a guided ~30 minute session with Healthily support. For some non-Best Practice workflows, the process may take just a little longer.

4. Do we need to learn a new system or run the campaign ourselves?

No. Healthily guides the practice through the setup and sending process live. Practice staff review the patient list, make any exclusions needed, and approve the send, all in a single session. If the practice needs more time to review the list of identified patients, they can export the list to excel, then book a second appointment with the support team to send when they are ready.

5. What does the patient receive?

The standard workflow is:

1. An SMS with a link to an information or interactive package – multi lingual if required.
 2. A follow-up AI voice call for patients who do not open the link in the SMS message
- * All campaigns also include a reminder or “heads-up” SMS before the call.

1. Targeted communication



GP Practices identify eligible patients to contact with a supplied filter relevant to the recall.

2. Link to information sent via SMS



GP Practices/ Research send their patients an **SMS with a link to either a content bundle with relevant education, or a link to Assessment.**

Patients can reply stop to opt out.

3. Phone call 'heads-up' SMS



Patients that **do not** tap the link in the SMS receive an **SMS to advise that they will receive a phone call from a digital assistant.**

A direct call number is provided if **patient would instead prefer to call** the digital assistant at their preferred time.

4. AI phone call



Patients receive a **phone call from a digital assistant** which greets the patient by their first name, introduces itself as a digital assistant, and mentions the GP practice they are calling on behalf of. **Preferred language is confirmed**, then information provided by voice with an FAQ section at the end of the call.

6. Will this overwhelm our reception team?

GoShare includes split-send functionality, which allows recalls to be sent in smaller batches over days or weeks rather than all at once. This helps practices manage incoming calls and appointments more comfortably.

7. Can we choose when messages go out?

Yes. Batch size, timing, and sending schedule can be adjusted to suit the practice, including avoiding certain days or spacing messages over time and skipping weekends.

8. What if we are not comfortable using the voice AI component?

There are alternative approaches. Practices can run SMS-only recalls, or use an inbound-call option rather than outbound AI calls, although this tends to reduce engagement and recall patient reach.

9. How are patients prepared for AI calls?

Practices are provided with a staff explainer so reception and practice staff know what patients may receive and how to respond to questions from patients. This helps staff reassure patients and use inbound calls as booking opportunities.

10. Will patients think the SMS or call is a scam?

This is a common question. GoShare campaigns are designed to clearly state that the outreach is on behalf of the patient's practice. PHN-branded communications and staff preparation can also help build trust.

11. Does GoShare work with Best Practice only?

Best Practice is the most streamlined workflow, but GoShare can also support Medical Director, Communicare, AMS environments, and other setups using CSV export/import processes where needed. Our support team will guide the practice through each step of this process during an online meeting where required.

12. Does anything need to be installed on our server?

Our Best Practice integration app called GoSharePSI does **not** require ongoing server-side syncing or background processing. For Best Practice, installation is on a workstation for the recall activity, rather than as a persistent server process. For BP practices that are remotely hosted, sometimes I.T. needs to install the app and will be provided instructions to do so.

13. What data does GoShare access?

GoShare uses limited patient information needed for outreach, such as patient name and contact details, rather than broad ongoing clinical data syncing – no clinical data is sync'd or uploaded by GoShare from BP. PHNs receive de-identified SMS / Voice call engagement reporting rather than patient-level clinical data.

14. Can the recall be tailored to our practice?

Yes. Campaigns can be adjusted for factors such as usual provider, aged care exclusions, shared databases, campaign-specific criteria, and in some cases multilingual patient cohorts.

15. Can we preview the patient experience before sending?

Yes. Practice managers can be shown the SMS, linked content, and patient journey before a recall is launched. In the case of AI powered recalls, PMs/Nurses can also experience the voice call themselves prior to sending to their patients.

16. Is multilingual support available?

Multilingual support (both written and voice call) is added to each patient recall depending on the PHN's identified priority patient cohort and language needs.

17. What reporting do practices and PHNs receive?

Metrics such as messages sent, open rates, voice call engagement, completion rates, transcripts or call summaries, and follow-up outcome reviews where applicable. Practices can access identified information at a patient level, PHNs receive de-identified summary information.

18. Can this support quality improvement or accreditation activity?

Yes. GoShare recalls have been found to be very useful for continuous quality improvement activity, accreditation evidence, and PDSA-style documentation.

19. How do we know whether the recall worked?

In addition to engagement data, follow-up reviews are used to assess practice outcomes such as vaccinations completed, item numbers billed or other campaign-specific results, depending on the recall type and available data. Generally our support team books a 15 min meeting 30 or 60 days after the recall and guides the practice through running a pre configured follow up search. This is a great opportunity to celebrate the success of the recall with the practice and book in the next recall!