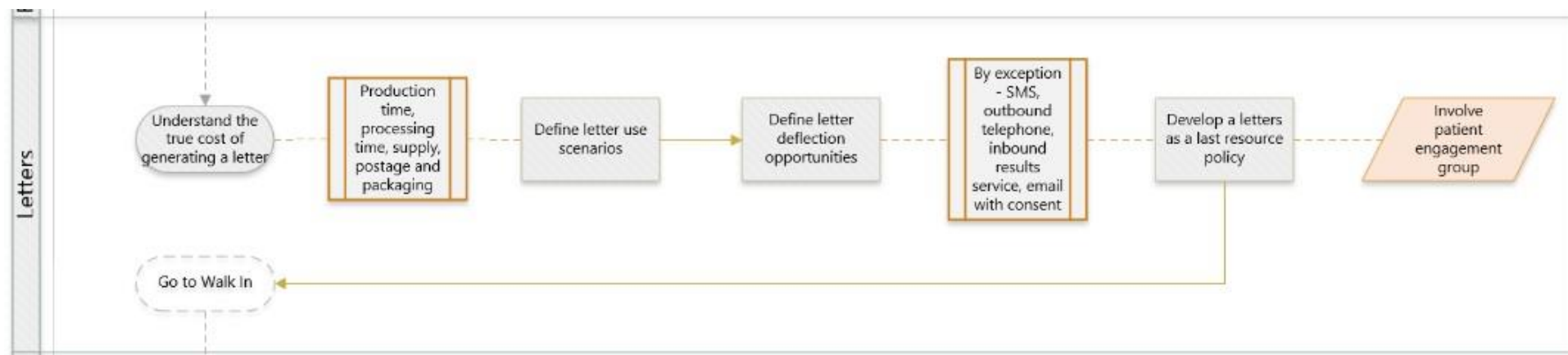


# Letter

It might seem outdated to mention traditional postal services in a multi-channel approach to enhancing patient access to GP digital services, but there is still a role for mail to play – in accessing those of a hard-to-reach demographic, those without access to mobile ‘phones and where other channels have not broken through.

It is important to remember though that postal services represent one of the biggest costs per communication transactions in real terms, when considering postage, material, time, and processing. It’s important then that the use of postage is carefully considered, monitoring volumes and effectiveness. In the same way that a call reduction plan could be helpful, a postal reduction programme can be useful too.



**Process 12. Letters Handling**

<b>Quick Check: Is the letters solution understood?</b>	Yes	No
Has the true cost of sending and handling letters been calculated?		
Are digital alternatives being used to reduce letter use?		
Are letter volumes (in and outbound) reducing?		
Is there a letters reduction strategy in place?		
<i>Answered no to any question? Consider making some changes</i>		