

Florence is a simple text messaging service that works as an extension of your clinical team to support your care beyond the consultation room. She helps you and your GP improve your health together.

DOES FLORENCE COST ME ANYTHING?

1

The simple answer is no. The service itself is free and all you need is a mobile phone that can send and receive SMS text messages. Replies to Florence are included in the count of messages on your monthly phone plan.

You can reply to Florence from anywhere in the world, but messages will be charged at your normal network overseas rate when you are travelling outside of Australia.

HOW DO I SIGN UP TO FLORENCE?

2

Signing up to Florence is easy! Once you have discussed your health goals with your clinician, they will add a few details to Florence's system, including your mobile number (so Florence can text you).

You can opt out at any time by texting STOP to Florence and she will stop sending you messages.

WHO PROVIDES FLORENCE?

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Florence is provided by Generated Health and supported by the South Eastern Melbourne Primary Health Network (SEMPHN) for clinical teams across South Eastern Melbourne, and is now available Australia wide.

Hello, I am Florence, most people call me Flo

I work as an extension of your clinical team and help you manage your health

Over 200,000 patients have benefitted from my support, and I have experience across many conditions

I am proud of the fact that over 97% of patients find it easy and helpful to work with me. Have a great day, Flo

How does Florence work?

Florence helps you and your GP improve your health together by keeping in touch with you using SMS text messages to your mobile phone. Florence sends and receives these messages to prompt, nudge, remind, support, advise, and motivate you to create healthy routines and patterns that help develop long-term habits. Your clinician has protocols available for certain conditions or situations.

Florence is NOT an app or internet chat-bot.

Reminder messages DO NOT need a reply

What sort of messages will Florence send me?

There are two types of messages Florence sends:

1. Reminders: prompts or reminders to take an action as agreed with your healthcare team. e.g. If you have type 2 Diabetes, Florence may remind you to take your medication.
 - Despite being called "reminders", Florence also uses these messages to send you support, motivation, and advice.
2. Readings: depending on what Florence is helping you manage, she will ask you to take some kind of reading and send her the results. e.g. for someone with hypertension, Florence may ask you to send in your blood pressure reading.

Reading messages ask you to reply

What does Florence do with my readings?

When you send readings to Florence, two things happen:

1. Florence replies to you: her reply depends on the reading you sent and what your clinician has set as the desirable range. Florence's reply will confirm if your reading is within the desirable range, and if not, she will send you some helpful feedback and advice to follow.
2. Florence saves your readings to your file on her system: this means your clinician can check how you're doing and provide the best ongoing care.

Florence is **not an emergency service**. She is an automated service, and your readings are not being monitored by your clinical team every day. You are still responsible for your health, and if you feel unwell, please take whatever action is necessary for your wellbeing, including seeking help from health professionals in the usual way. Being able to see your readings helps your clinician provide the best and most informed ongoing care.