

The Business Case for MoleMate™ Use by GP Practices

Product

MoleMate diagnostic tool for moles and pigmented lesions

Client

Jiggins Lane Medical Centre, South Birmingham PCT, UK

Challenge

To improve speed and accuracy of diagnosis and the quality of referrals to dermatology clinics.

Solution

In July 2007, Dr Russell Cherry purchased a MoleMate™ device. With 6750 patients on the practice's books, Dr Cherry wanted to minimise unnecessary referrals and patient anxiety whilst at the same time avoiding missed diagnoses and ensuring that any potentially dangerous moles were referred immediately for further, specialist attention.

An audit was carried out in April 2008 to determine how effective the device had been both in the context of two week-wait referrals, and overall for the practice.

Commercial Results

£7,600 in referral costs saved in the first year – **more than three times the cost of purchase** (based on a cost per referral of £200)

Patient Benefits

- 76% reduction in the two-week wait dermatology referral rate
- 27% reduction in referral rate to dermatology clinics overall
- No missed diagnoses (false negatives) revealed to date
- Patients appreciate speed of diagnosis and are hugely reassured

Clinician's Views

Dr Russell Cherry, Jiggins Lane Medical Centre, UK

“Excellent diagnostic aid. Has saved referrals and reduced patients' anxiety. We have had positive feedback from patients, who appreciate the speed, attention and diagnosis”

“Very sensitive device – no evidence of any missed diagnoses”

