

# Blake Telecom with 8x8 for the NHS

Putting your communications in a safe pair of hands

The NHS are under pressure to improve patient experiences across the entire care journey. By switching to modern communications platforms like 8x8, Trusts can deliver digital-first experiences that improve access to care professionals and allow patients to obtain the information they need, faster.

## Digitalising the patient experience

NHS England is pushing for digital-first offerings to improve the quality of care and give patients more control over their care plans. With Blake Telecom and 8x8, organisations can create self-service environments and new eco-systems where information is safely and securely shared, allowing for better patient experiences and more productive staff.

Trusts are being encouraged to upgrade older technologies that do not meet common baseline standards with initiatives to support their transformation, improve the efficiency of the NHS and make it fit for the future.

## Make each interaction more patient-centric

8x8 and Blake Telecom provide omnichannel experiences for patients and intuitive user interfaces for clinical, front desk and back office staff, with EPR system integration to create a dynamic environment where information can be easily shared to deliver better patient outcomes.

Contact Centre agents are able to manage multiple digital conversations simultaneously, improving productivity. Staff are better informed, and patients are able to travel through care pathways faster.

## Key benefits

- **Maximise patient access and experience** with self-serve environments and connected workforces to deliver personalised and consistent patient experiences throughout the care journey.
- **Improve reliability and compliance** with 8x8, the only platform to offer a 99.999% single uptime SLA, a single governance, security, compliance and data privacy policy, and UK ring-fenced data. 8x8 is DSP Toolkit compliant and available to purchase on G-Cloud and NS3 (RM6116) frameworks.
- **Digitise existing systems** and take advantage of a hardened, time-tested migration strategy that allows the 8x8 cloud-native platform to be rolled out alongside existing communication systems, mitigating downtime often associated with implementing a new system.
- **Drive staff productivity and welfare** with intuitive user interfaces and consistent functionality across UC and CC, including; Quality Management, Call Recording, Speech Analytics, WEM tools (Supervisor Experience), Sentiment Analysis, and self-service tools.
- **Increase cost efficiency** with a single vendor solution for lower TCO. The administration is centralised, and there is just one set of integrations. Analytics show valuable information allowing workflows to be optimised and productivity increased.

Based in the cloud, an 8x8 solution improves operational flexibility and IT efficiency with no on-site hardware to manage and there's also the option for new communications solutions to be rolled out alongside legacy hardware, providing a safe migration path. Plus, 8x8's in-depth reporting and valuable insights help manage performance and key metrics to achieve strategic goals.

**Inbound and outbound calling** is simplified with easy-to-navigate Frontdesk and Virtual Agent interfaces to efficiently route patient calls based on staff availability.

**Appointment scheduling** is faster with EPR integrations to review appointment history, Microsoft Teams integration to check staff availability and a Single Point of Access.

**Appointment reminders** are easily automated and sent via SMS messaging with text-to-speech for accessibility to reduce Do Not Attends.

**Patient interactions** use speech analytics to detect distress and emotions to guide operators through tough, challenging calls and ensure the best outcomes.

**Telephone / remote consultations** are optimised with Video Interaction for visual references and EPR systems integration to provide essential patient information.

**Home visits in rural communities** provide essential support and the 8x8 mobile app connects field workers with departments using mobile data connections to share real-time information and updates.

**Staff accountability and training** are improved with call recording for demonstrating best practice, conversation confirmation and clarity, while 8x8 Adoption Kits help new members of staff get fully trained and up to speed quickly.

**Mental health crisis lines** are connected to the system allowing agents to connect with callers using video for better emotional support, access caller location information and send professional help if needed.

**Crash call or peri-arrest call (2222)** is connected through the phone system to locate support quickly and react to emergencies on the ward.

“The Trust’s corporate goals are built around the 5 ‘P’s – Patients, People, Place, Performance, and Pounds. With 8x8, we’ve met every one of these.”



**The Princess Alexandra  
Hospital**  
NHS Trust

**Jeffrey Wood,**

Deputy Director of ICT, Princess Alexandra Hospital NHS Trust

**35+**

There is a reason 35+ NHS Trusts rely on 8x8, will you be one of them?