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WHITE PAPER

WHY DO I NEED TO CHANGE MY GP PHONE SYSTEM?

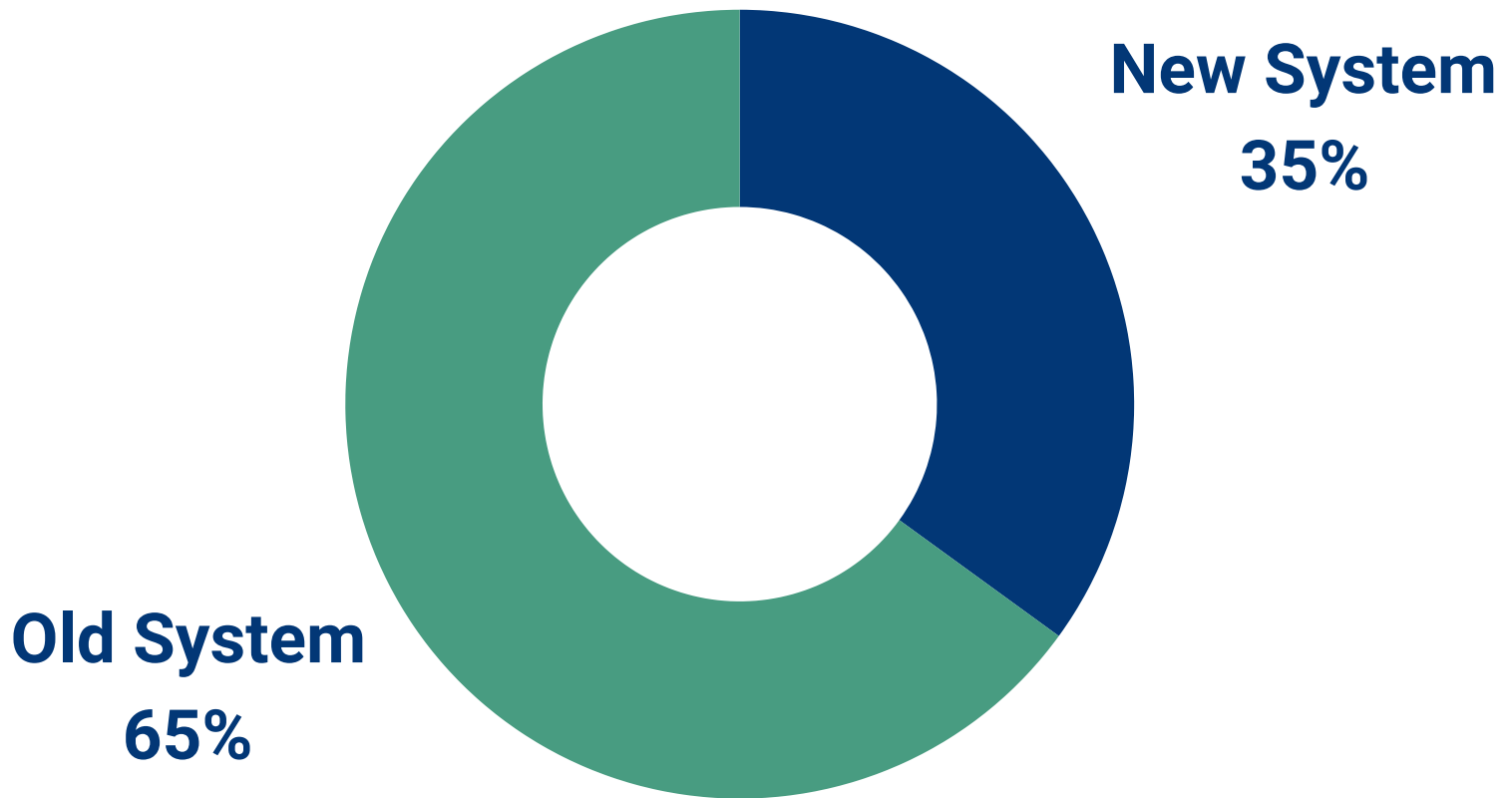
THE BENEFITS OF MAKING THE SWITCH AND
ENHANCING THE PATIENT EXPERIENCE



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65 % Of Practices are Still Using Older Phone Systems



Has Your Practice Made The Switch?



Change In Healthcare Demands

For several years now, the demand on GP practices and healthcare organisations has increased dramatically. With a larger and more aging population, the Covid pandemic and its knock-on effect, GP's were facing an unprecedented backlog. Working as a whole, the NHS is making changes to bridge that gap.



NHS Identify Phone Systems as a Priority for Change

Drawing from best practice across sectors, NHS Digital has identified that Phone Systems in GP surgeries are an area which improvement is necessary and would have an exponential impact. There are many limitations with existing phone systems and considerable gains with new systems - providing they are the right ones. So as part of the new GP contracts it was made a requirement to change to a pre-approved phone system over the next cycle. This requirement aims to make phone systems a benefit rather than a problem.



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Patient Contact KPI's

Post-pandemic, the NHS and healthcare sector are still recovering from the knock-on effects. Despite best efforts, the latest statistics show:



7.5M

People on the NHS waiting list

55,000

calls to the NHS daily

29.9M

appointments booked

*Statistics as of September 2024

Diagnosing The Pain Points:

NHS Digital identified multiple issues with old style phone systems which a modern VoIP system could easily overcome, these included:

680

Average Monday Morning call surge in the first hour for one practice

50%

surgeries report their staff are sometimes unable to make outbound calls

60%

of surgeries are not using any form of phone technology to reduce their workflow



Due To:

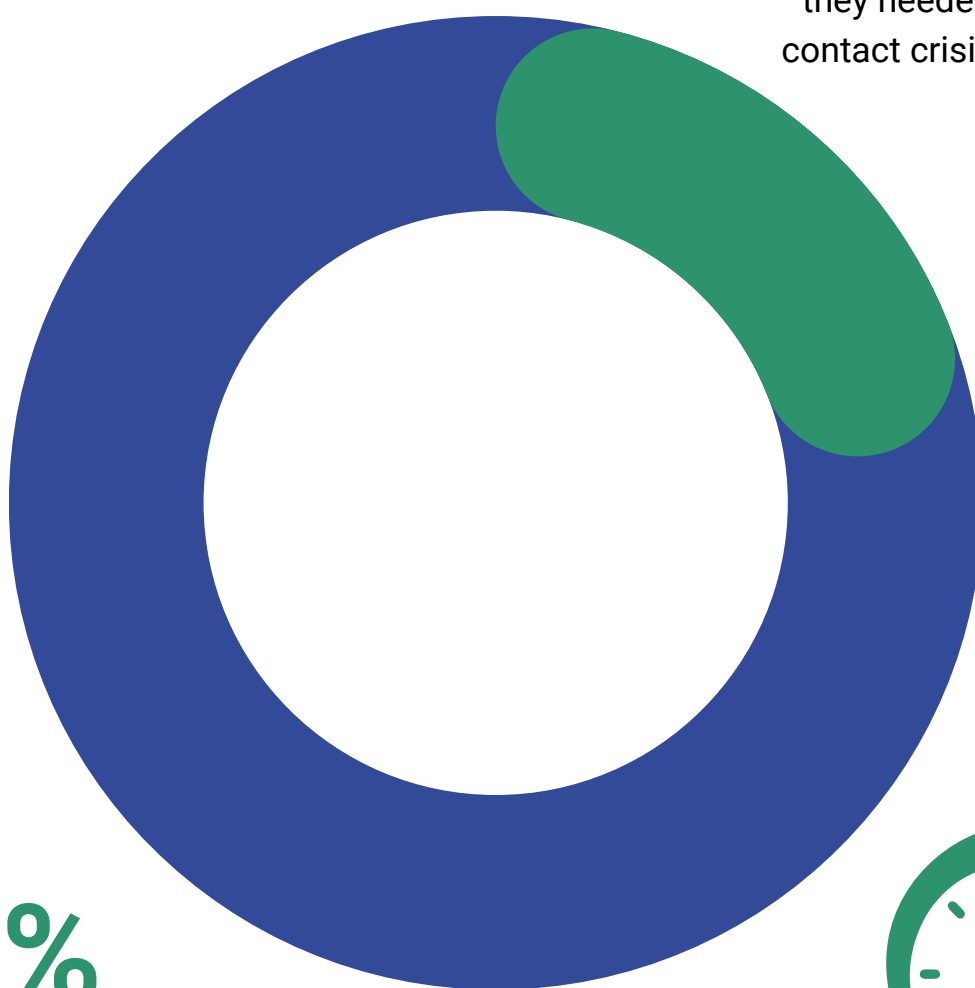
- Poor Patient Queuing
- Lack of CRM Integration
- Inability to Prioritise Vulnerable Patients

The Patient Experience

No one likes to be kept waiting, especially when it comes to their health. But with a record-breaking influx, how is this impacting the patient experience?

23%

of people did not get the help they needed or could not contact crisis care services



81%

of consumers are unsatisfied with their healthcare experience



the amount of time some patients are left stuck on hold



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Investing in GP Practices

Hundreds of billions of pounds a year are invested in making the UK health system a world leader. **The NHS treats over a million patients every 36 hours.**

With so many people needing to communicate and in such a critical sector, investing in a reliable communication platform can really be the difference between life and death.



Are Patient Experience Solutions the Best Medicine?

When used effectively, the right solution can overcome the challenges that make delivering quality healthcare and customer experience so challenging. This technology takes away the hassle of tasks that can dominate your day. With the right solution, your practice can benefit from:

Reduced Call Queue

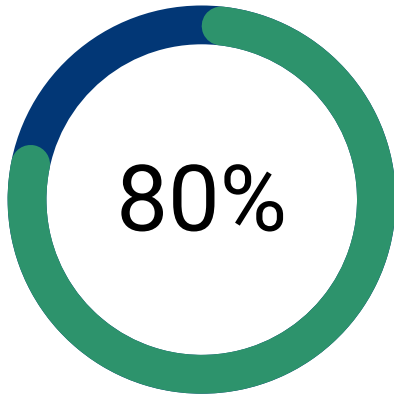
More time to work directly with callers to meet their needs

Ability to respond to multiple queries at once, with ease

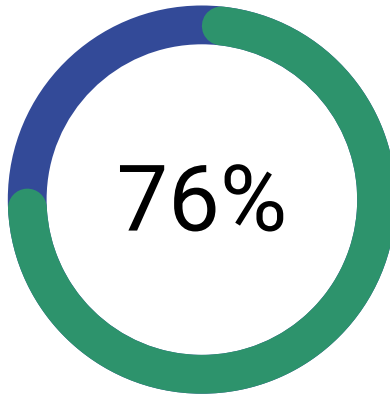
Tools that promote efficient working and better decision making

Surgeries Love the Benefits of Change

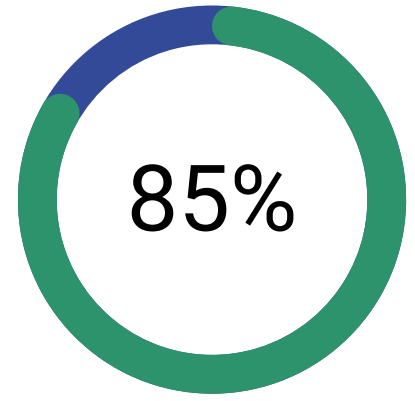
GP's and surgery staff know the traditional patient experience is hampered by old style systems and want better solutions to meet the needs of them and their patients. In fact health care staff are themselves demanding this change



Prefer digital communication when contacting HCOs



Healthcare managers recognise digital customer engagement as critical for their business

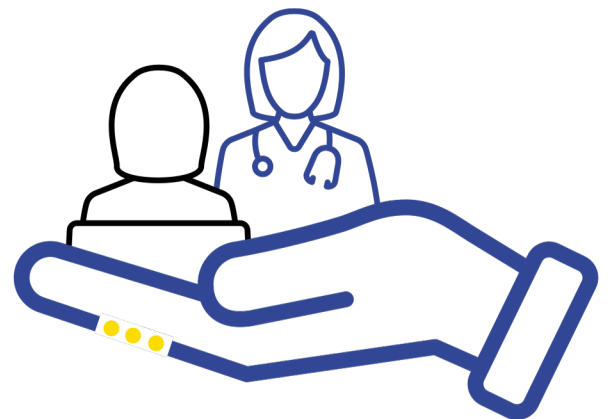


Agree key to benefitting from digital transformation is to act on patient feedback

How a Digital GP Phone System is Your Best Solution

A patient experience solution that offers omni-channel capabilities and is experience-driven (with both the user and the customer in mind) can lead to several key benefits that improve the overall quality of care and practice efficiency. This leads to:

- **Happier Patients**
- **More Efficient Practices**
- **Happier Staff**



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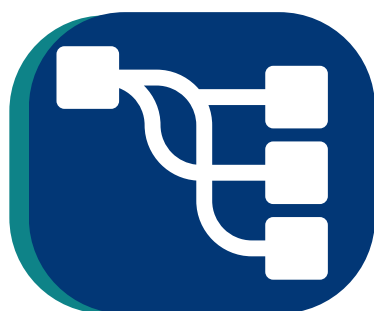
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How Adaptive Phone Can Benefit Your Practice



Automated Scheduled Call Backs

Patients no longer have to stay on the phone to hold their position in the queue. Reduce queue length and wait times by automatically scheduling call backs to patients.



Critical Care Call Routing

Vulnerable patients can automatically have their calls directed to the appropriate personnel to take care of their emergency, saving them and your staff precious time.



Reporting & Call Classification

Practices can now analyse call patterns and patient needs, leading to targeted communication strategies and improvements to service and patient satisfaction.



In-Queue SMS

Send automated and patient-requested in-queue text messages for online consultation links, appointment information and further services while reducing queue volumes.



Clinical System Integration

Seamlessly integrate with EMIS or SystemOne, allowing click-to-dial to patients, see incoming calls contact information, and allow for call recording.

Next Steps

£50

Donation

For every 10 Users



NORTH WEST
Air Ambulance
CHARITY

Beat The Queue and Book Your FREE Review which Includes:

- ✓ Organisational Audit
- ✓ Free Evaluation Report
- ✓ Pain Point Identification
- ✓ Recommended Fixes and Solutions
- ✓ Phone Use Diagnostics
- ✓ Telephony Roadmap

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