

CASE STUDY

BANBRIDGE GROUP SURGERY



Background and Challenge

Banbridge Group Surgery are a Large General Practitioner based in Banbridge Northern Ireland, caring for the local community, with over 21,000 patients on their books the surgery has to cope with huge demand for appointments, prescriptions, Physiotherapy and also social work which can drive huge amounts of telephone enquiries for the practices team to deal with, some key challenges the practice had prior to introducing a new phone system were; the surgery was running soon to be redundant ISDN Services over an aging antiquated Phone System which was proving extremely difficult to make changes to call flows and allow the business to meet the demand of call volumes, the practice also had no idea of how many calls they were taking and what load of calls was being split across their busy telephone team, these challenges resulted in frustrated with the current telephone setup with a real desire to improve service to patients and improve efficiencies for staff off the practice.

Solution

Banbridge went to market looking for a telephone system to improve their communication and allow the system to grow with the already extremely busy centre, there were some key wants from the phone system that were unearthed in a detailed fact find with Simplicity Group, these requirements included a cloud based phone system which was feature rich and the practice management team wanted some control around making core changes to the system themselves if required, Simplicity Group performed a full product presentation to Practice management and Doctors to showcase the core benefits of the phone system and why the system would prove to be a real asset to the practice.

Using Simplicity Groups hosted solution the practice can handle the huge volumes of calls by utilising core components of the phone system to streamline call flows through the centre.

Auto Attendant: allows the practice to route their calls to the correct department whether a patient is looking to book an appointment or calling with an emergency the systems setup to direct the call to the core person and team that's suitable for handling the chosen enquiry.

Call Centre: Due to the huge demand for calls across the centre Simplicity Group needed to implement a solution which allowed up to 50 users in a queue at once, these will tell the patients where they are in the queue which helps manage patients expectations and allows the staff of the practice to take calls in a uniformed manor, this also allows the staff members to log in and out of the queue and busy times so other members of staff can also help when call volumes are at peak locations.

Voice mail to Email: Due to the nature of the practice taking repeat prescriptions, the system is setup to automate the process, when a caller selects repeat prescriptions on the auto attendant this allows the patient to leave their name, dob and prescription for the team at Banbridge to write up the scripts during an allocated period of the day, this reduced the need for unnecessary time on the phones.

Automated Messages: As with any GP Surgery the information going to the public at times can be critical, using the systems messaging features we can update on important updates from Covid-19 vaccination procedures, shielding information and various other important messages that's required to be given to patients, these core messages can be automated on the phone system driving down common questions which can eat into staffs valuable time that can be spent dealing with important issues within the surgery.

Call Recording: The practice wanted to improve the service and support staff training which is why the call recording feature is so powerful and is a key benefit with the recordings being stored in secure environment for up to 7 years allowing the recordings to be downloaded and used for quality and training purposes.

Scheduled Hours: As with most medical centres the practice has a requirement to send calls to multiple places through the working week, rather than having this as a manual task the system delivered by Simplicity Group allows the practice to push calls at numerous times of the day to different areas such as emergency contacts, GP out of hours along with the normal calling structures setup, automating this process allows the practice setup the call directions and let the system do the work.

Home working and Flexibility Solutions: As with most practices, the surgery is having to deal with the demands thrust upon them by Covid-19 implications, this can result in staff having to self-isolate and work from home, due to this Banbridge utilise Simplicity Groups home working applications to make calls via their laptop and mobile all while being embedded into the practices core phone system allowing them to operate calls as if they were inside the surgery, having this has been extremely beneficial allowing the surgery to continue caring for their patients from remote locations.

Live Calling Analytics: Banbridge Surgery take over 41,000 calls per month so it is important to the team to understand how these calls are handled and how they can make the call flows more efficient, Banbridge utilise calling analytics to see live cradle to the grave reporting on the number of calls coming into the practice, who is live on a call, how long the average wait time is and how long the average call is per agent, the system generates factual statistics to ensure the Practice management team can make important decisions on where best to utilise staff.

Jamie Marsh Sales Director of Simplicity Group Says:

When meeting with Banbridge Group surgery it was important to the Practice Management team not only resolve some of the core incompetence's of the current system but to futureproof the entire phone system to deal with the challenges that can be thrust at a busy community Health Centre. Due to this we quickly identified our Hosted Platform underpinned by the Gamma Data Network as the best solution to allow the medical centre to grow into the features and solve the current challenges the health centre was facing.

We have a belief that the phone system is such an integral part of any business's communication and none more so than a GP Surgery, a first class phone system can ensure that calls are routed to the right departments quickly and efficiently removing the angst that aging and less agile phones systems can create. We look forward working with Emma, Lynne and the team and helping the surgery continuing to meet the community demands.

'We have been very pleased with our new telephone system, the call recording and call queuing has been particularly useful and the staff at simplicity have been great at helping us get to grips with the new system.'