



Better patient care from the first call

Drayton Medical Practice cut call wait times with BT Cloud Voice, so they can give patients the care they need

Drayton Medical Practice looks after 18,000 patients in the surrounding areas of North West Norwich. That's a lot of incoming calls. The reception team struggled to keep up with demand.

With complaints on the rise, the practice wanted a system that would give them a true picture of their calls. By switching them to Cloud Voice with Call Analytics, we were able to do just that. This displayed both real-time information and trends over time. So they could improve their efficiency and offer patients a better service.

Diagnosing the problem

Drayton Medical Practice has three surgeries, nine doctors and a primary care team. This meant they receive a lot of calls, and the reception team felt overwhelmed. Their patient questionnaire revealed the scale of the problem; two-thirds of respondents said they struggled to get through.

But its peak in demand was only part of the problem. "It was increasingly difficult to efficiently manage the reception team and to manage calls because we had three different phone systems," says Wayne Bolt, the practice manager.

With a fragmented system, they had an incomplete view of their calls. This meant they couldn't measure call volume or gauge long-term trends.

"We had really low scores from our patients on the questionnaires we were sending out. They were just getting worse and worse... We were determined to do something about it."

Wayne Bolt,
Practice Manager,
Drayton Medical Practice

Making every call count

To start with, we switched Drayton Medical Practice from three different telephone systems to just one – Cloud Voice. Being cloud-based it can run across all three sites at the same time.

Because the system only needs internet access to get up and running, the install wasn't costly or disruptive for the staff or their patients. As Wayne put it: "The quote was competitive and BT was very accommodating." Future maintenance and upgrades will be straightforward, too.

"We mostly use the live call reporting section of the portal. We have it up on the big screens."

Wayne Bolt,
Practice Manager,
Drayton Medical Practice

We also set them up with Call Analytics. It works with their Cloud Voice system to give the practice real-time insights on the calls they attempt, make and receive. As well as the ones they miss. Beyond live reporting, the software also tracks when call volume fluctuates, so the practice can better predict peak times.

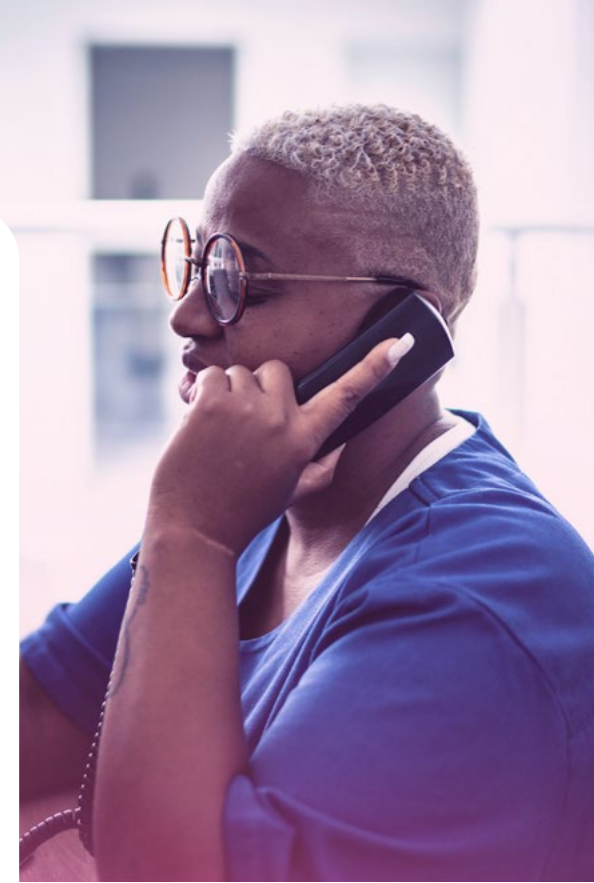
Using an online portal, staff can view this information on their PCs as well as on wallboards in each reception. Managers can also dig into the data. In-depth reports let them check the performance of the whole practice, each surgery or even individual employees.

Getting the right results

With Cloud Voice, Drayton Medical Practice's different surgeries can share resources. So any front desk can take calls for another, as well as divert or transfer calls when they're under pressure.

While Call Analytics insights have helped the practice run more efficiently. They're able to identify spikes in demand, so they can make sure there are enough staff on the phones. And managers can spot reception staff that need extra training by closely monitoring the reports.

This helped Drayton Medical Practice to cut call waiting times. In a year, its scores for 'ease of getting through' on the national GP Patient Survey rose by 18 per cent. So patients are spending less time on hold and doctors and nurses can treat them sooner.



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