

Case study | 2018

Making Vital Connections at Jai Medical Centre

In a world where people expect online, on-demand services, they often run the gauntlet of long waiting times trying to reach their GP. But that's not the case at North London's Jai Medical Centre (a five practice group). At peak times, receptionists receive up to six calls a minute – and they're delivering this performance while achieving the service levels typically only achieved by NHS 111 providers, thanks to the support of Sesui cloud communications.



Here's how...

The brief:

Jai Medical partnered with Sesui cloud communications in 2009. The brief has grown over the years, along with the Practice, but during this time Jai Medical wanted to:

- Enable its five surgeries to join-up more effectively as "one team", with the installation of almost 50 VoIP phones across 5 sites.
- Empower its GPs to work remotely, offering patients extended hours.
- Answer its patient calls even faster, striving to meet rigorous QR8 targets set for out-of-hours and emergency providers.

A seamless patient journey...

A story familiar to many practices, for a long time Jai Medical operated with only a limited number of phone lines into the surgery, with patients handled on a first come first serve basis. But when you're sick, the last thing you want is to hear an engaged tone.

By moving the whole system into the cloud with Sesui Cloud Call Manager, Jai Medical gained access to an infinite number of lines into its surgeries so it could finally do away with engaged tones. Then in 2017, Jai Medical adopted Sesui's Virtual Contact Centre, allowing the Practice to focus five specialist call handlers on getting the calls answered across its five surgeries, freeing up in-hours staff to focus on the patients in surgery deserving the team's full attention.



Now when patients phone the surgeries, they receive a welcome message and queue updates so they always know what's happening with their call. And if one surgery's busy, patients are automatically sent through to another surgery, where the receptionist hears a whisper message down the line telling them where the patient's call is coming from. This leads to more than just answering a call the right way, it means all of Jai Medical's surgeries can join up and provide a seamless patient journey.

Offering extended hours through remote working...

As a North London practice, a large proportion of Jai Medical's patients are commuters who may not have time to see a GP during regular clinic hours. The team wanted to extend flexible access to this patient group, and realised the best way to achieve this, and future-proof the practice, was to explore remote working for its staff. And like most busy UK practices, Jai Medical is feeling the pressure of the GP shortage and needed to focus on attracting the next generation of GPs while ensuring it retains the great talent that it's got.

“ At least 90% of our GPs are working parents so we had to think outside the box on how we could give them a better work life balance, while addressing unmet patient needs. Moving our voice communications into the cloud is giving us the flexibility to do both, ”

To do this, Jai Medical is trialing selected GPs with secure access to patient records to enable them to work from home so they can do their administration there – patient letters, reviewing results and booking consultations. The team is then looking to open up phone appointments to patients once a week between 8pm and 10pm; two extra hours a week that their GPs would cover from home. It amounts to 5,000 extra patient appointments a year. All of the calls are securely and automatically recorded over the NHS N3 / HSCN network, with these recordings later accessible alongside the electronic patient record.

Intuitive reporting and meeting ambitious targets

In the old world where the calls came through our onsite PBX, we had no sight of what was happening. In the past we struggled to pull together performance information. But during our recent inspection for the Care Quality Commission, we were able to demonstrate how we effectively manage our resourcing and patient experience. Since moving to the cloud, we decided to go for the QR8 targets set for out-of-hours and emergency providers. We use live reports to track how many calls come in, how long it takes to answer them, and how many patients abandon the line. And we can now see that we've reduced our abandonment rate by 20% and are answering 75% of patient calls within 60 seconds,” Mr Vaghela said.

Having full, live visibility of its patient calls means that Jai Medical can act quickly to address rising call volumes or spikes, by immediately managing call flows or by redirecting calls across its surgeries. Going forward, the team can identify trends so that it can adjust daily call plans to suit, and more accurately predict resourcing levels.

More than just ensuring the team manages calls quickly, running the practice's communications through the cloud also enables internal calls to be made seamlessly and free of charge across the surgeries, with calls diverting to 111 (out-of-hours) when the practice is closed.

If, like Jai Medical, you'd like to find out how to future-proof your practice through flexible working, then please get in touch with our team for a free demo. We're Sesui. We make vital connections.

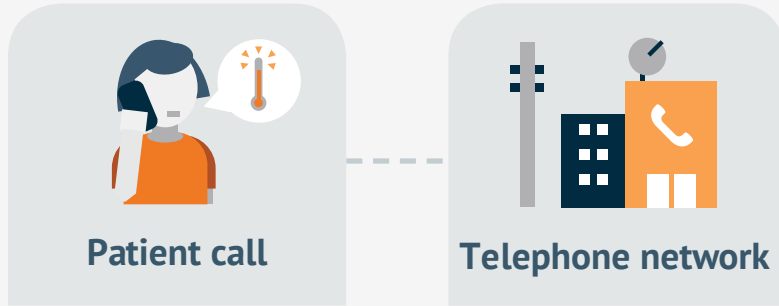
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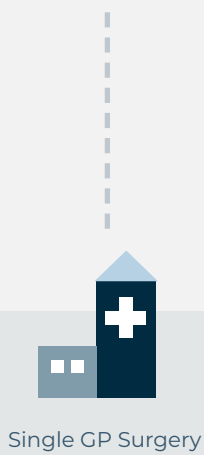
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 # [makingvitalconnections](#)

Making vital patient connections



Old world



New world

Sesui Cloud Call Manager



“ Eight years ago Sesui became one of the stakeholders in our vision for the future, and we made the decision to put our phone system in the cloud. Back then the cloud was a Silicon Valley buzzword and not particularly ‘NHS’. But we did it and very quickly saw results. ”

Mr Suresh Vaghela, Manager at Jai Medical Centre.

About Sesui

Sesui's the bright British innovator of award winning cloud communications software - connecting people to organisations when it's critical they get through.

For 15 years we've specialised in untangling communication systems and putting them into the cloud for organisations that provide a vital service in healthcare, travel, manufacturing and the voluntary sector. Our cloud software – Sesui Call Manager – floats above an organisation's technology so they don't need to replace what they've already got. All the reliability of the cloud, with the nimbleness, elasticity and sustainability of Sesui.

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