

SpeechMatters

THE NEWSLETTER FOR THE HEALTH MARKET • SEPTEMBER 2009

Telephonetics vip

making sound business sense

1. Case Study | Sheffield Teaching Hospitals NHS Foundation Trust

Appointment reminder solution pays for itself in 5 weeks

Sheffield Teaching Hospitals NHS Foundation Trust provides over one million appointments and operations each year from a number of sites and was experiencing significant problems with patients that 'Did Not Attend' (DNA). The Trust calculated that each DNA cost them an average of £101 in potential tariff income. Sheffield Teaching Hospitals considered a number of solutions to implement in excess of 850,000 appointment reminders per year.

Telephonetics VIP's **Remind+** was chosen because the Trust felt that the solution would meet their DNA reduction objectives and also that our product range offered strategic advantages for future developments.

Sheffield Teaching Hospitals could see that **Remind+** would be more cost-effective than hosted competitor solutions, because of a lower total cost of ownership over a five year period and a rapid return on investment.

Sheffield Teaching Hospitals planned to utilise **Remind+** to deploy a large volume of appointment reminders; they realised that a solution which charged per reminder would become more expensive in the long term. **Remind+** gave a lower cost per reminder than alternative products, and as more remind campaigns are deployed, the cost per reminder is reduced further.

Paul Harriman, Assistant Director at Sheffield Teaching Hospitals, commented: "It became clear that **Remind+** addressed our range of requirements to include group and individual reminders and it was more cost-effective than other solutions, as it had lower revenue costs. This was a big advantage with the planned volumes of reminders."



Remind+ uses automated telephone calls to reduce DNAs by reminding the patient to attend their appointment, in the same way as an SMS or postal reminder. However, a critical advantage of Remind+ is the ability to gather information on the patient's intention to attend, re-book or cancel the appointment. This element was crucial to Sheffield Teaching Hospitals; the ability to confirm patients' attendance enabled them to re-book appointment times which had become available again and consequently uses hospital staff and resources more efficiently.

After a successful initial trial of 12 departments, some enhancements were made following feedback from the Trust and the solution has now been implemented throughout the remainder of the Trust. The reduced DNA rate generated by the trial equated to a projected £460,000 annual saving for the departments that had been involved in the trial.

Since the rollout, the Trust has used **Remind+** to call nearly 48,000 patients during a single six week campaign. 1,561 patients responded that they would not attend. This meant 1,561 appointment slots became available for reallocation to other patients and a saving of over £157,000. This demonstrates that **Remind+** is effective in reducing waiting lists as well as DNAs.

After five weeks of using **Remind+**, the Trust had identified such significant savings that they could see that the solution had already paid for itself. This fantastic return on investment is underscored by the fact that the Trust owns the solution and they can go on to deploy as many reminder campaigns as they wish, without further costs. **Remind+** has also allowed the Trust to increase the number of patients they can treat due to appointment slots which have become available.

Paul enthuses "Presently we are aiming to obtain a 30% DNA reduction, which should equate to £2.5 million saving per year for the Trust."

For further information on how **Remind+** can save your Trust money and reduce wasted resource, call 01442 242 242 and say "Remind+".

"We aim to obtain a 30% DNA reduction using Remind+ which should equate to £2.5m saving per year for the Trust"

Contents

- 1 Case Study: Remind+ Reduces DNAs
- 2 Health Technology Day & User Group Meeting
- 3 Solution News: ContactCentre 59R
- 4 Pandemic Flu
- 5 A Note from the Board
- 6 Solution News: Surveys
- 7 Telephonetics VIP Health Team Profiles
- 8 Call Centre Expo 2009
- 9 Next Time: Speech Matters

2. Events Technology Day and User Group

Innovation and Quality of Care

Following April's successful events at Warwick Castle, Telephonetics VIP is holding another Technology Day on 13th October at The Belfry, Birmingham. We are delighted to invite you to attend!

The day's agenda focuses on improving patient and staff communications to meet targets and patient service goals and features a key note speech from Victor Almeida, Senior Health Analyst at Kable, on innovation and quality of care in tandem with cost cutting and frozen budgets. Sessions will be delivered

by four of our NHS Trust customers to explain their experiences with our solutions and structured to encourage interaction and questions from fellow attendees.



Health Technology Day Agenda:

- 09:30 Registration and coffee
- 10:00 Introduction: Quality, Innovation, Productivity and Prevention
- 10:30 The Patient Contact Suite
- 11:00 Coffee break
- 11:15 Quality of Service and Prevention: Case studies, round-table discussion and questions
Sandwell and West Birmingham Hospitals NHS Trust
Northumbria Healthcare NHS Foundation Trust
- 13:00 Lunch
- 14:00 Innovation and Quality of Care at the Heart of the NHS
Victor Almeida, Senior Health Analyst, Kable
- 14:45 Achieving Efficiencies: Case studies, round-table discussion and questions
Sheffield Teaching Hospitals NHS Foundation Trust
King's College Hospital NHS Foundation Trust
- 16:15 Close - complementary invitation to The Belfry driving range or leisure facilities

Register to ensure your seat is booked!

The Belfry, West Midlands

Technology Day: Tuesday 13th October
User Group Day: Wednesday 14th October

Call: 01442 242 242 and say "Event Registration"

Email: events@telephoneticsVIP.co.uk

Visit: www.telephoneticsVIP.co.uk/events

3. Solution News ContactCentre 59R

One-stop-shop contact centre



The hospital contact centre provides a crucial point of contact to support patients and staff alike.

ContactCentre 59R is our brand new contact centre solution, based on our SEMAP+ platform. It has been designed as the ultimate tool for optimum management of hospital calls.

Built on a wealth of experience in understanding how people communicate, ContactCentre 59R is a powerful, intelligent call handling solution that promotes first contact resolution. It cleverly distributes calls to your agents or self-service applications with the objectives of improving the caller experience, maximising agent response and driving down costs.

With a realistic and flexible approach to an efficient call centre, ContactCentre 59R empowers your patients and staff to choose how they want their call to be dealt with. It then responds with the right tools to service callers in a way that suits them. Coupled with our complementary Automation Agents, ContactCentre 59R provides 24x7 self-service facility, pandemic updates, locator services, reporting, patient surveys and information requests. ■

ContactCentre 59R headline features:

- Improved patient service which adapts to changing demand with multiple groups, queues and queue capacity control
- Browser-based system administration and supervisor interfaces
- Self-updating agent application - easy and flexible deployment and agent administration
- Up to of 250 Agents and 50 Supervisors - drives down costs and provides flexibility
- Powerful integrated recording facilities by Agent, Skill, Queue or Group.
- No 'per seat' licensing

Call now for more information on ContactCentre 59R! Dial 01442 242 242 and say "Speech Matters"

Attention customers!

Telephonetics VIP customers can also benefit from attending the **User Group meeting** the following day. Users will hear about and influence future product and service direction, discuss current industry topics and interact in a closed forum.

Bill Bugar, Managing Director, is delighted with the proposed structure of both days, commenting, "The events will be an excellent opportunity to network with other Directors and Managers in charge of Telecoms, ICT, Switchboards, patient experience or pandemic control within the health sector." ■

4. Health Sector Issues: Pandemic Flu

Don't let a pandemic kill your communications!

- What happens if your switchboard staff are absent?
- Can you handle a huge increase in calls?
- Is it easy to recruit and train good switchboard operators?
- Minimise the impact of a pandemic
- Increase capacity to answer calls
- Consistent call management and faster communications

Pandemic flu is anticipated to intensify in October and the NHS predicts that up to 30% of NHS staff will be absent during this time. Should this happen, Telephonetics VIP NHS customers will be able to consistently handle the increased number of calls using **ContactPortal**, a virtual, automated operator to provide seamless personalised communications.

Automated Agents answer and route calls to reduce queue times and enhance patient experience as well as allowing faster and simpler staff communication. A number of our NHS customers have requested additional automated operator dialogue prompts to assist them in dealing with Swine Flu. ■

Helping Trusts to meet NHS patient priorities for accessibility and innovation, ContactPortal increases call answering capability even when switchboard staff are absent.



* Our **Surveys** solution can also support your telecoms infrastructure in managing pandemics – see article below.

For further information on strengthening your communications against a pandemic, call 01442 242 242 and say "Flu Pandemic".

5. A Note from the Board

As the recession continues to bite the private sector, the NHS is also being asked to cut costs and reduce spending, experiencing frozen or withdrawn budgets. This makes Trust management doubly difficult. National NHS priorities also focus on improving patient access, experience and the quality of care. The NHS Operating Framework for 2009/10 draws attention to the NHS 'duty to innovate' in order to meet these priorities.

As Telephonetics VIP's philosophy centres on providing our NHS customers with market leading speech solutions, we are committed to helping NHS Trusts to continually raise standards in patient and staff accessibility via technology and innovation. We pride ourselves on being health sector specialists, with 16 years proven experience and solutions deployed in nearly **60% of the UK's Acute Trusts**.

We may be focussed on speech, but we never stop listening either. Our Health Team are always keen to fully understand your needs and trends in the sector so that we can help you to achieve your goals. Our Technology Days and User Group meetings are the ideal forums to share knowledge. This year we are particularly concentrating on **patient service goals and quality of care via innovation in tandem with reduced spending**. Our agenda is geared towards interaction and discussion of the issues, so we hope that it will also be an ideal opportunity for networking with pragmatic NHS colleagues.

Details on the Tech Day and User Group day can be found opposite – I hope to see you there. In the meantime, I would be happy to hear from you directly about how we can help you to deliver excellent patient service more effectively. ■



BILL BURGAR, MANAGING DIRECTOR
bill.burgar@telephoneticsVIP.co.uk

6. Solution News Surveys

8 out of 10 cats prefer...



As national NHS priorities focus on improving patient experience and staff satisfaction, surveying can provide vital benchmarking and decision making guidance. Our **Surveys Automation Agent** is an easy to use, phone-based solution capable of handling multiple survey campaigns in a cost-effective manner.

Using a combination of interactive speech and DTMF technology, Surveys allows the call handler to transfer callers to an Automation Agent and immediately gather their opinion independently while staff continue with other callers or tasks. As well as being cost-effective, an automated survey ensures consistent questioning and accurate responses. Real-time reporting is available, as well as recordings of comments.



The potential applications of automated surveys are vast, and occasionally surprising. A number of our NHS customers are using our Surveys solution to provide patients with a Swine Flu self-triage line; patients are asked about their symptoms and their answers are used to determine whether they are likely to have the virus. This allows staff resource to be focussed on those patients that need their attention. ■

For further information on Surveys and other Automation Agent skills, call 01442 242 242 and say "Speech Matters".

Telephonetics VIP Surveys solution can be adapted to provide a Swine Flu self-triage line.

Telephonetics VIP is LinkedIn and Twittering!

Do you Tweet? Become a follower of Telephonetics VIP on Twitter, the social networking site, and keep up to date with our latest developments!

Do you have a LinkedIn account? Next time you log in, add Telephonetics VIP to your professional network!

7. Profiles Telephonetics VIP Health Team

Meet the Health Team

Telephonetics has been an established supplier in the NHS for over 16 years, and our experienced staff offer a wealth of expertise and sector knowledge. Within each issue of Speech Matters, we will profile a number of our Health sector staff.

Clare Goodwin *Senior Account Manager*



Clare runs the Health Account Management Team in the South of England and is the first point of contact for a number of NHS Trusts. The Account Managers' role is centred around identification of customers' needs and working with

them on a long term basis to help achieve their communication goals. Clare joined Telephonetics VIP as a graduate sales trainee and has enjoyed building solid relationships with our NHS customers ever since. Clare set off on 8th August as one of eight volunteers who are spending a month in Uganda to build a vocational training centre with a charity called 'Hands Around The World'. Clare is also a qualified gymnastics coach and judge.

Paul Bennett *Sales Liaison*



Paul's role is to provide a vital link between our NHS customers and our Health Account Managers, Sales Operations and Solutions Architects. Paul supports both Account Managers and our customers to ensure that they get the very best from each

meeting. He is responsible for liaising with various Telephonetics VIP teams to ensure that customer proposals are of the highest possible quality. Having lived and worked in Asia, Australia and New Zealand, Paul has settled into our Poole office and takes advantage of the coastal location. He can usually be found on the water in either a canoe or a kayak and also enjoys fishing, although he has more stories of the ones that got away than he would like!

Richard Rouse *Telemarketing*



Richard leads the Health Telemarketing Team, working very closely alongside Sales Liaison and the Account Managers. His role involves regular contact with NHS customers and prospects, with the aim of establishing the current IT and Telephony

projects being undertaken and identifying any areas in which Telephonetics VIP could assist the organisation in achieving their long term strategic goals. When he's not on the telephone, Richard enjoys spending time with his young son and also surfing and playing football. He is also a huge Manchester United fan, much to the dismay of most of his colleagues!

Martin Rose *Project Manager*



Martin has been part of our Professional Services Team for 11 years and has been involved in some of our major Health projects as a Service Engineer and Project Technician. His current role involves meeting customers for initial project planning,

managing the installation process and coordination and communication throughout as the project progresses. Martin is responsible for ensuring projects are delivered on time and with the highest level of quality. He is a regular at the gym and recently completed the Poole 10K run for charity in 49 minutes. Martin and his wife are also expecting their first baby in December!

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8. Events Call Centre Expo 2009



Call Centre & Customer Management Expo is one of the largest annual exhibitions in Europe for switchboard and customer contact managers. This year the 'Call Centre Focus and Customer Strategy Conference 2009' is also included. As one of the UK's premier speech automation solution suppliers, we will be exhibiting - if you are attending the event, at Birmingham's NEC on 22nd and 23rd September 2009, please visit us at stand A3! ■

9. Next Issue

As the name suggests, we feel that 'Speech Matters' to our customers and we hope that after reading this newsletter you will be a little better informed as to the benefits Speech can offer your Trust.

We hope you have enjoyed this edition of our Health newsletter and you feel up to date with new things going on at Telephonetics VIP. We'll call back soon to tell you all about our Patient Contact Suite and an update on our Technology Day and User Group day.

All of our customers are automatically subscribed to this newsletter, however if you know of anyone else who would benefit from our newsletter, get in touch via the email below and we'll add them to the list. To unsubscribe please contact your Account Manager or email us at the address below. ■

Have your say!

Email us your news, views and questions to speechmatters@telephoneticsVIP.co.uk with 'Speech matters to me' in the subject line.

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