



# Surgery Line

NETWORK EUROPE GROUP

## Surgery Line for Dentists gives patients improved communication services, and improves practice efficiency by over 75%”

The Broadfield Surgery situated in West Sussex is a large practice with six dentists caring for residents in Crawley that are predominately NHS patients. The surgery is a very busy practice that offers dental services for a wide range of patients, including families and senior citizens.

Prior to installing Surgery Line for Dentists and the new Patient Information Point (PIP) solution ([www.patientinfopoint.com](http://www.patientinfopoint.com)) the practice had two key problems. Firstly it had received numerous complaints from patients regarding time spent trying, and often failing, to access to the surgery via the telephone to make

an appointment and, secondly, how best to communicate and market to patients and keep them entertained and informed about the practice, its treatments and essential dental health information while they are in the waiting room and how to provide this same practice, treatment and dental health information to patients when patients they are at home or at work.

### The telephony problem and the solution - Surgery Line For Dentists

‘Our patients’ often encountered problems calling the practice, which then encouraged them to walk into the practice to make an appointment.’ explains Practice Manager Sue McVey. ‘With patients walking into the practice this produced more issues for my already busy administration team, the practice had patients waiting to receive treatment and ones trying to book appointments.

The practice investigated a number of telephone solutions and products but found that most were

too expensive; when the Surgery Line team called to discuss Surgery Line for Dentists this solution seemed the obvious choice. By using the 0844 co-funded solution this meant that the practice could improve patient access at a very low cost. The Surgery Line telephone solution would also improve the staff and practice administration efficiency. The additional functions and features of the solution were very impressive and we felt that this would solve our patient access issues and reduce the stress that our practice staff were suffering from. The 0844 solution also addressed the issue of the engaged tone and would also give patients vital practice information before actually speaking to a member of staff.



The Surgery Line Solution has bedded in successfully with the telephone system living up to all expectations. The service and support from the NEG team has also been exceptional and also very flexible. Calls to the practice are now routed directly and professionally to the relevant person in the practice, we are also now able to transfer calls around the building easily making inter-practice communication quicker and more efficient.

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### **Communication and marketing to patients and the solution - the Patient InfoPoint System (PIP).**

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The PIP has been an instant success with our patients. When in the reception area they can instantly view our new 40-inch LCD infoScreen. The infoScreen programme includes general news, sports and entertainment news, local weather, fun dental quizzes, dental health information and, importantly, information created by our staff at the practice including our opening hours, special announcements, practice news, updates and details of the treatments that we offer. We can change and update this practice information whenever and as often as we wish. The whole programme on the infoScreen is updated twice every hour via the Internet so it is always up to date for our patients.

The infoScreen programme has reduced our patients perceived waiting time by up to 50%. I believe that 90% of our patients watch the screen; therefore practice information is given to the patient quicker without the additional cost of booklets and leaflets that the practice previously produced.

The PIP system includes a touch screen InfoPoint kiosk in the reception area, which has also been a fantastic addition to the way the practice, communicates with the patients. It features more in depth details about our practice, dental information, treatments and procedures and even includes the ability for patients to complete patient surveys. As the Practice Manager I have the ability to control and design my own survey, which produces reports at the touch of a button.



Another big plus of the PIP is that it gives the practice its own website fully integrated into the PIP system so it is up to date. Patients can now access all of our practice, dental health and treatment information via the website which further enhances our communication with patients PIP also allows us to email announcements and targeted marketing letters to patients.

### **Broadfield Surgery - top five reasons for choosing Surgery Line for Dentists**

1. No engaged tone - calls are now always answered.
2. A virtual switchboard fit for the purpose.
3. Better, more timely and always up to date patient communication via the PIP infoScreen, InfoPoint and Website.
4. Accurate and reliable patient survey reports from the PIP.
5. A solution that is co funded and offers a perfect solution for both the patient and the practice staff.

The response from both patients and staff has been positive. 'I like the new solution,' explains one of Sue's practice receptionists. 'It is easy to use and very professional and, by having the PIP in the reception area, practice information is given to the patients easier and quicker, this giving me more time to organise and administer appointments. It also keeps the patients entertained while they wait for their appointment.'

**Sue and her staff are very satisfied with their new Surgery Line solution and how it works for both the patients and practice, they would be more than happy to recommend it to other practices in a similar situation to themselves.**

# Surgery Line

For more information on how the Surgery Line system can help you visit [www.negplc.com](http://www.negplc.com) or call

**0800 096 86 26**

