



Surgery Line

NETWORK EUROPE GROUP

Kinghurst Medical Practice finds that Surgery Line pays for itself

Kinghurst Medical Practice, which comes under the control of Solihull PCT, has a younger than average patient base with the majority of the 8800 patients registered under the age of 50. It employs 3 doctors and 2 nurses, as well as administration staff, health visitors, midwives and district nurses.

Prior to the installation of their Surgery Line system in February 2005, the practice received many complaints from patients about the unreliable phone service. "We are always striving to improve the service we offer our patients, but the telephone system kept pulling us back," explains Mandy Roche, Practice Manager at Kinghurst. "We had looked at expensive phone systems before Surgery Line, but always had more pressing medical needs, so the telephone system always got put to the back of the queue."

"It offered all the functionalities we were looking for, and more."

After a meeting with NEG, Mandy quickly decided to go ahead with Surgery Line with the full agreement of all the doctors, although at the time



Kinghurst Medical Practice serves over 8,000 patients in the Solihull area

Mandy had some doubts about whether the system could actually pay for itself as promised. "Everyone said it was too good to be true, but after checking with other Practice Managers who had already installed the system, we were convinced. It offered all the functionalities we were looking for, and more."

Happily, Surgery Line has more than lived up to expectations and has led to radical improvements in the way that calls are handled. Mandy explains "We have completely changed the way we work in Reception: calls are now directly



Staff at Kinghurst are full of praise for the Surgery Line system

filtered to the correct people. We have freed up two of the positions to make the Reception area more user friendly and to get more administration work

done. Before we had Surgery Line, the phones never stopped ringing and it was chaos. We have now channelled the calls through to two main telephones for appointments and test results. Home visits are directed to the Senior Receptionist. We also tend to get a more even spread of callers throughout the day which is all down to the new system. It is now so well organised that it has relieved the stress that was being put on the Reception staff whilst the telephone lines were open."

"It's a sanity saving system"

Those dealing with the system are full of praise for how it has made their lives easier. "It's a sanity saving system," says Joy Shenton, Receptionist. "It has worked wonders in the Reception area," adds Senior Receptionist Valerie Lewis "giving us the opportunity to reorganise workload and staff." The doctors also appreciate the fact that they can ring through to Reception and are answered straight away rather than hearing the engaged tone as was frequently the case before Surgery Line was installed.

"It costs nothing to look at and ends up costing nothing to have"

So staff reaction throughout has been very favourable, but what about the reaction from patients? "The patients like the fact that they can now get through without having to redial loads of times," comments Mandy. "Some patients didn't like the queuing system at first, but that was just because it was different. The majority like it now that they have got used to it. Like all things in life, people are wary at first until they are comfortable with what they are doing."



NEG's support centre is singled out for praise by the Kinghurst staff

Kinghurst Medical Practice's top five reasons for going ahead with Surgery Line

1. It pays for itself so you have no initial outlay; you don't have to put off having the telephone system that you want and need
2. It's uncomplicated and user friendly
3. The options menu helps you direct the call to where you want it to go
4. Patients are put straight through to the Out of Hours service when they ring the surgery outside of opening hours
5. The staff at NEG are friendly, reliable and helpful

Mandy is happy to recommend the system and has this advice for other surgeries who may be considering its purchase. "It is true: come and look at our system and see for yourself. Speak to anyone who has had the system installed to back up what NEG are saying. I would recommend that any surgery who doubts their own telephone system should give Surgery Line the once over. It costs nothing to look at and ends up costing nothing to have. NEG know what you need and will deliver their promises."

What is Surgery Line?

"Surgery Line is a cost-effective way for forward looking surgeries to improve the service that they offer to patients, reduce stress levels for staff and self-fund a state of the art phone system," explains NEG's CEO, Richard Chapman. "As you can see, this case study focuses on one of the hundreds of surgeries that have already switched to Surgery Line. By doing so, they have saved money, improved the service that they offer patients and relieved the pressure on busy staff."

You and your staff benefit

When a surgery switches to an 084 number, NEG will install and maintain the most efficient communications system on the market. You specify exactly what equipment you want to receive (from handsets to switchboards) for no extra charge. With your own 084 number, you keep about 2p from every call to re-invest in your practice, instead of BT making all the profit from calls to your surgery.

How your patients benefit

Patients benefit by having their calls answered more quickly. The engaged tone becomes rare – even at peak times – because you are able to handle incoming calls more efficiently, whilst patient calls are spread out during the day. Calls to 084 or 'lo-call' numbers cost patients 4p per minute, the same as the first minute of BT's standard call rate between 6am and 6pm. This means that many patients will actually pay less in total because their call is answered and processed more quickly. Significantly, the cost of calls from mobiles remains unchanged – these account for around 30% of all calls to surgeries.

The phone system that won't test your patients

"I've met a number of practice managers who think that Surgery Line sounds almost too good to be true," says Chapman, "but after it's been installed, they realise that NEG delivers everything we promise, and more."

Surgery Line

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For more information on how the Surgery Line system can help you visit www.networkeuropegroup.com or call

0800 096 86 26

