



Surgery Line

NETWORK EUROPE GROUP

“Happy with Surgery Line,” says Manor Drive Surgery

Manor Drive Surgery, part of Kingston PCT, is located in Worcester Park in Surrey, a fairly affluent and popular suburban area a few miles south east of Kingston upon Thames. The locality is served by frequent trains into Waterloo in central London, whilst the M25 is close by. These efficient transport links make it a popular location for people wishing to commute into the city.

The Manor Drive Surgery was originally founded in the 1920s, relocating to its present premises in the early 1970s. In 1998, the practice divided into two separate two doctor surgeries, serving a total of 6,400 patients.

“...we have also found the customer services department to be very obliging and supportive”

The practice runs a range of clinics, varying from well woman clinics to travel clinics, and prides itself upon being a forward thinking surgery ready to use the technology available to improve its service to patients. As the surgery was continually experiencing problems with frequently engaged lines, particularly during the



Manor Drive Surgery in Surrey

early morning bottleneck, they decided to look at how this issue could be resolved.

The Senior Partner, Dr Brady, met with Colin Betteridge of NEG to discuss how NEG’s Surgery Line system could help with this problem. “We badly needed a new telephone system and were impressed with the multi functions and and scope of the NEG system,” explains Christine Blandford, Practice Manager at Manor Drive. “We felt that it was an effective way to improve our system.” Manor Drive decided to join surgeries across the UK in implementing NEG’s



Christine Blandford, Practice Manager

Surgery Line system. At the time of going to print, over 500 surgeries have now opted to use Surgery Line to improve the handling of calls from patients.

NEG describe the process as 'revolutionary' partly because of the way that funding via lo-call rate numbers keeps call costs low from patients, yet helps to fund the system for GP's. The system is also unique because it is built to the exact specification of the surgery.

The surgery decided to go ahead and the system was installed in April 2004. Despite a few minor teething problems, staff at the practice feel that the system has lived up to the high expectations that they had of it.

"All the staff are very happy with the system"

"Our patients now find it much easier to access the surgery, and the Reception staff find it much more straightforward to handle the volume of calls coming into the practice," adds Christine. "Our only reservation is that callers occasionally lose their connection and drop out of the queue, but this problem has been addressed by the technicians and has greatly improved."

Happily, the reaction from patients has in the main been positive, despite the issue of changing the number which is a major undertaking for any surgery, and many patients have complimented the surgery on their use of the system.

"It is an efficient system with lots of attractive features"

The Reception staff also enjoy using the Surgery Line system: they find the headsets easy to work with and appreciate how the system has alleviated the previous problems with engaged lines and call handling. "All the staff are very happy with the system," comments Christine.

In addition, Christine has also been pleased by the level of support offered by the NEG helpdesk and personnel. "The installation went smoothly with a very good level of help and support.

Since installation, we have also found the customer services department to be very obliging and supportive."



"The staff are very happy with the system"

Manor Drive Surgery's top five reasons for going ahead with Surgery Line

1. Easier patient access
2. Automatic message switching
3. The use of headphones
4. The ability to instantly record abusive calls
5. The audit facility for system and user performance

Fifteen months on from its installation, Christine summarises her experiences of using NEG's Surgery Line system in very positive terms. "It is an efficient system with lots of attractive features which has made it much easier for patients to contact us. The quality of support is also of a very high standard. If any other surgery was considering installing the system, I could see no reason why not to go ahead."

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

