



Modernising Primary Care Telephony

2nd March 2022 12.30 – 14.00

Follow the hashtag **#PCTelephony** for all of the action from our event and to join in the discussion. @HINSouthLondon

We will be starting shortly.



Event Welcome and Context Setting

Denis Duignan

Head of Digital Transformation & Technology

Health Innovation Network







Housekeeping





Your camera and microphone are automatically turned off and will remain so for the duration of the webinar.

We would love for you to engage via the **Q&A chat function**.

Questions will be asked to the presenters and companies towards the end of the session.

• Please give a "thumbs up" to like questions you are interested in hearing asked to the presenters

This session will be recorded and a link to the recording will be shared after the event.







Context





- Suboptimal telephony is a known barrier to access and service efficiency in Primary Care
- Telephony is seen as key enabler to closer partnership working across PCNs and the broader healthcare system.
- There has been an increased focus on the limitations of traditional telephony systems as result of COVID-19
- National plans and frameworks around primary care telephony are in motion.
- The rollout of HSCN presents an opportunity to modernise telephony within primary care
- The VOIP telephony market has matured with several suppliers producing solutions tailored to supporting primary care.

Context





Academic Health Science Networks support the regional 'import and export' of healthcare innovation through our Innovation Exchange function.

Funded by the Government's <u>Office for Life Sciences</u>, the Innovative Exchange builds on AHSNs' unique expertise and cross-sector connections, enabling us to identify common challenges and quickly bring people and organisations together to develop, test and spread proven innovation.

To support primary care in tackling the aforementioned challenges, the HIN through its innovation exchange function has partnered with the London Digital First Programme to deliver today's learning event.

The Innovation Exchange



Agenda







Presentation:		
A London region perspective around the opportunities of modern telephony in primary care.	Matt Nye - Regional Director for Digital First Programmes , NHS England (London)	
Five 2-minute pitches	 Babble Ltd, Product: Babblevoice, Antoine Lever - Director EVAD Think Healthcare, Product: Think Healthcare Solution, Mike Smyth - Think Healthcare Team Leader Exponential-e, Product: UC-One, Tim Gilliatt, Public Sector Account Manager Gamma, Product: Horizon, the modern Primary Care telephony choice, Amy Black - Business Development Executive Premier Choice Group, Product: Premier Patient Line, James Gargaro -Sales Manager 	
Presentation: Taking an ICS wide approach to primary care telephony	Brian Stennett - NWL GP Telephony Lead, Digital First, North West London CCG	
Four 2-minute pitches	 Voice Connect Ltd, Product: Cloud Based Patient Partner with Automated Telephony Repeat Prescriptions Review and Ordering Service, Paul Trayler - Sales Director VTSL Limited, Product: GP Cloud Voice, Rob Walton - CEO X-on, Product: Surgery Connect Desktop App, Paul Bensley - Director Yo Telecom, Product: Bespoke Phone System, Daniel Mills - Senior Consultant 	
Presentation:	Lloyd Baker, Programme Director, Digital Primary Care, NHS Transformation Directorate / NHS England & NHS Improvement	
Advanced Telephony National Update	Nikki Hinchley, Head of GPIT Transformation, Digital Primary Care, NHS Transformation Directorate / NHS England & NHS Improvement	
Panel discussion and Q&A session	Speakers and Chair to take questions from the audience	
Closing remarks	Chair	

A London region perspective around the opportunities of modern telephony in primary care

Matt Nye

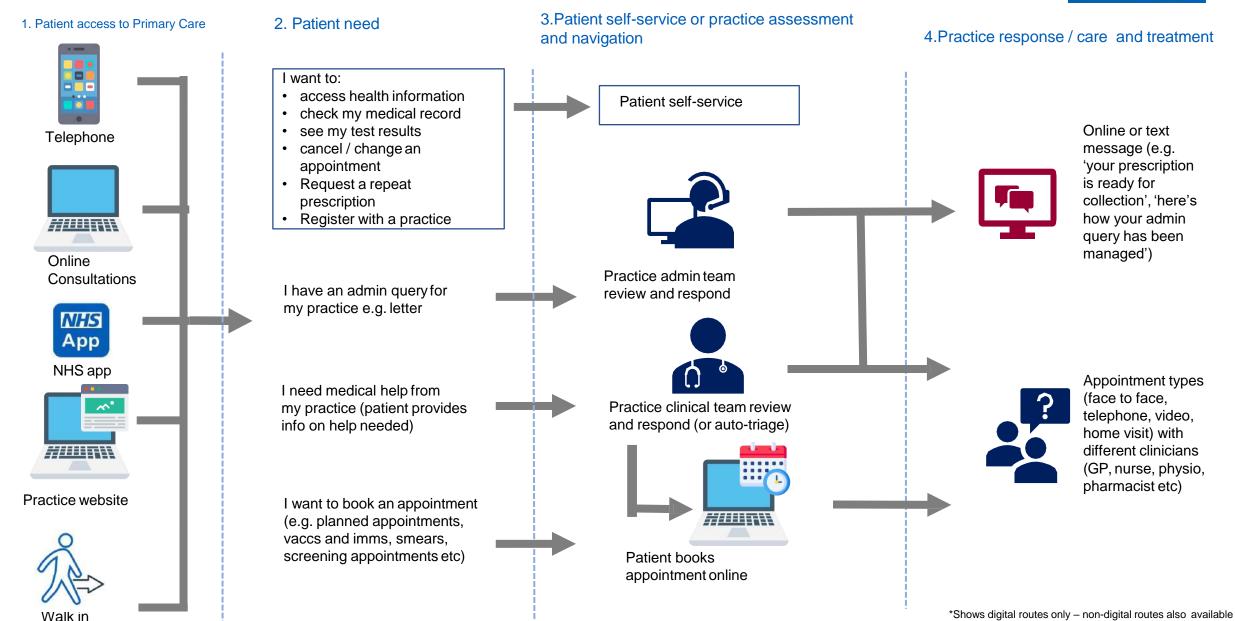
Regional Director for Digital First Programmes NHS England (London)





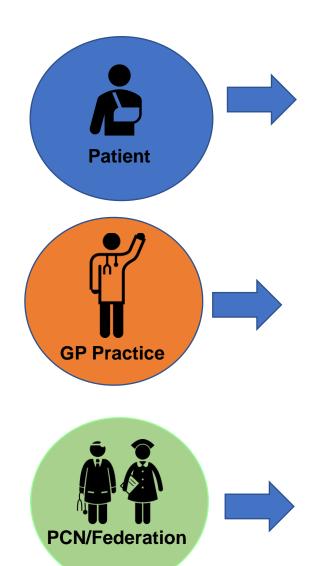
Patient access to GP Practices





Primary Care Telephony

Improving patient access, productivity, collaboration and working across practices and PCNs



Overall **improved patient experience** of primary care through:

- Ability to order repeat prescriptions at ease.
- Ability to cancel appointment and book routine health check appointments in own time.
- Option for surgery to inform patient of where they are in the queue, call back, wait times etc
- IVR messages with potential for links to self referral or self help information

Financial and productivity efficiencies generated for **practice** through:

- Instant messaging, screen sharing, Voicemail to email, Call logging and queuing
- Supporting external locums, governance, auditing and wider PCN roles working remotely
- Video and SMS as part of package
- Digital receptionist (IVR)
- Integration with other CRM software, Microsoft 365, Google, etc.
- Improved quantitative data on demand to support workforce and demand planning
- Prioritise patients with key needs to front of queue or dedicated specialists or messages e.g. Learning Difficulties patients

Long term sustainability of primary care via collaboration for centralised working through:

- Business Continuity and ability to use own devices to log into practice system
- Analytics to identify opportunities to manage demand, understand effectiveness of IVR messages and use of text links
- Opportunities to share resources to manage peak demand
- Opportunities to collaborate with extend hubs/federations/OOH/Community Services/Pharmacists

Company Pitches





Company Pitches





- Through an open call process and a defined set of inclusion criteria, **9 companies** that are actively providing modern primary care telephony solutions have been selected to deliver short two-minute pitches.
- You should have received a electronic pack containing information about each supplier in advance. Please request a pack via the Q&A function if you have not received one by stating your name and email address.
- After each company's pitch we will run a short 2-question poll on screen using Zoom. We kindly request that you please contribute to each survey.
- If you wish to learn more about any or all of the suppliers, please indicate this in the onscreen poll
 after each pitch.



Disclaimer





This event is intended to inspire people as to how innovations can support health system problems, rather than endorse any specific solutions, with the sole intended purpose to be for guidance only.

The Health Innovation Network and NHS England & Improvement <u>do not endorse or recommend</u> any of the commercial innovations showcased at this Innovation Exchange event.

The innovations referred to at the event are <u>not</u> preferred suppliers and there are other solutions that can support the challenges identified.

NB: The running order of pitches has been arranged alphabetically and does not infer any rank or priority



Running Order





BLOCK 1

Five 2-minute pitches

- 1. Babble Ltd, Product: Babblevoice, Antoine Lever Director
- 2. EVAD Think Healthcare, Product: Think Healthcare Solution, Mike Smyth Think Healthcare Team Leader
- **3. Exponential-e, Product: UC-One,** Tim Gilliatt, *Public Sector Account Manager*, Jon Loftin *UCC Sales Specialist*
- **4. Gamma, Product: Horizon, the modern Primary Care telephony choice ,** Amy Black *Business Development Executive*
- 5. Premier Choice Group, Product: Premier Patient Line, James Gargaro -Sales Manager

BLOCK 2

Four 2-minute pitches

- 1. Voice Connect Ltd, Product: Cloud Based Patient Partner with Automated Telephony Repeat Prescriptions Review and Ordering Service, Paul Trayler Sales Director
- 2. VTSL Limited, Product: GP Cloud Voice, Rob Walton CEO
- 3. X-on, Product: Surgery Connect Desktop App, Paul Bensley Director
- 4. Yo Telecom, Product: Bespoke Phone System, Daniel Mills Senior Consultant



Antoine Lever Director





Sunderland CCG ETTF PID Study Findings:

babblevoice is a hosted telephone system that:

- ✓ 50% reduction in DNAs
- ✓ 25% reduction in reception staffing levels
- ✓ Improved patient satisfaction
- ✓ 100% reduction in complaints regarding the telephone system
- ✓ 1 minute saved per telephone consultation*











^{*} Saves an average of 2.5 clinical hours per week



Antoine Lever Director

SURVEY







Mike Smyth
Think Healthcare Team Leader







Think Healthcare

Patient Call Journey

Practice Communication

- Queue Buster Call Back Option.
- No Limit on lines or calls Never miss a call or receive busy tone.
- VIP Priority Routing Prioritise
 Vulnerable Patients
- Unlimited Outbound Calls.
- Advanced Call Routing & Queuing.
- Custom Reception Call Scripts.
- Higher Service Level than Microsoft Teams.
- Designed and proven for NHS environment.
- Flexible Remote Working.

Patient Information

- Pop PC screen to Identify patient name and record.
- Multiple patient match for same address and phone number.
- Name and Number Validation.
- New Number Capture Paste new numbers automatically into Clinical System to keep patient record accurate.
- QoF Campaigns/Alerts/ Patient notes
 Full non-patient Directory.
- Click-to-dial for Outbound.

Practice Management

- Wallboards
- Reception telephone status.
- Live call Stats & analytics.
- · Extension, Group reporting
- Historic call logging & reporting
- Scheduled Reporting via email
- Data Driven Decisions
- Birds Eye View of Surgery operations.
- Comparisons over time Map busiest periods.
- Investigate if patient complaints are accurate.
- Cloud Call Recording





Mike Smyth
Think Healthcare Team Leader

SURVEY







Tim Gilliatt
Public Sector Account Manager

















Why UC-One in Primary Care?

- ✓ Delivered over existing Expo-e network
- ✓ End-to-end SLA
- ✓ No calling restrictions
- √ Flexibility
- ✓ Predictive Costs

Features

- ✓ Flexible routing options
- ✓ Self-service
- ✓ London based 24/7/365 support
- √ Reporting
- ✓ EMIS
 Integration

Benefits

- ✓ Work from Anywhere
- ✓ Resource allocation
- ✓ Productivity
- ✓ Staff experience
- ✓ Patient experience

Experience

- ✓ SEL CCG
- ✓ Tessa Jowell Health Centre
- ✓ Lewisham Care Partnership
- ✓ Sevenfields PCN
- Your Healthcare



Tim Gilliatt
Public Sector Account Manager

SURVEY







Amy Black Business Development Executive







Amy Black

Email: Amy.Black@gamma.co.uk

Telephone: 01329 558 775



In the cloud, Any device, Anywhere



Easily links with your existing systems A proven solution in Primary Care

End to end quality

Intuitive data, as and when you need it

to budget and manage









Amy Black
Business Development Executive

SURVEY







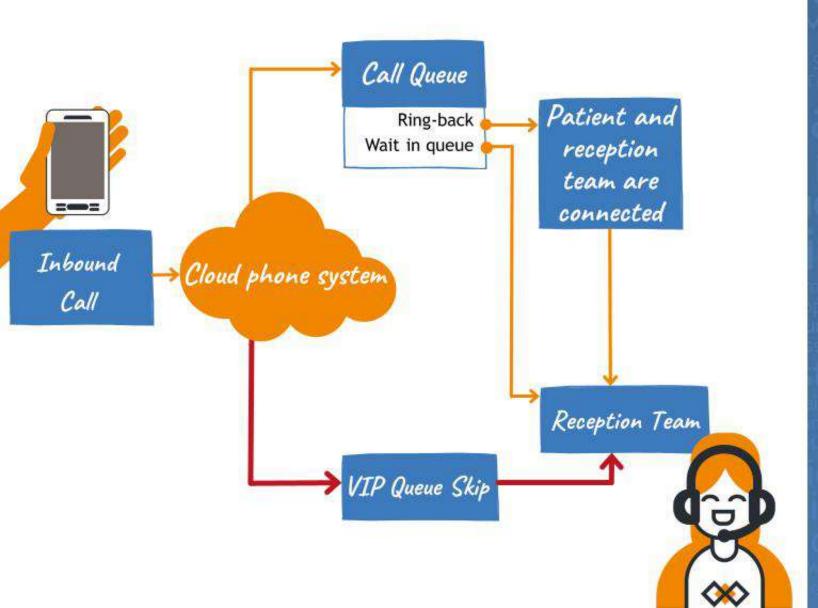
James Gargaro Sales Manager





Document Classification: Pub

The Strategic Surgery Solution



Why Premier?

- Integration with all major clinical systems: EmisWeb, SystmOne, Vision
- · Queueing with ring-back wizard
- · In-house call management and recording
- Real-time and historic call monitoring with unlimited wallboards
- Softphone apps
- Scalable, flexible, offering multi-site solutions with site level differentiation
- Unlimited lines
- · UK-based in-house Service Desk
- National Field Engineering team
- Web-browser-based remote application
- Conference and video calling
- Continuous improvement goals
- · Seamless omnichannel solution









James Gargaro Sales Manager

SURVEY





Taking an ICS wide approach to primary care telephony

Brian Stennett

NWL GP Telephony Lead, Digital First

North West London CCG







Taking an ICS wide approach to primary care telephony

Brian Stennett: NWL GP Telephony Lead, Digital First

02/03/2022

Agenda

- Why the cloud?
- Proposed offer
- Current Environment
- Guidance document overview
- Excerpt from one of the support docs
- Benefits of being the "2nd crow of the wire"
- Evolution not Revolution



Why use an integrated cloud solution?

Reduced call handling time

No more busy Signal dialling out

Easily searched Voice recordings

Work from Home



Intelligent rule based call flows

Video consultations and ability to upload images

Improved patient experience "Queue buster/Auto attendant"



NWL Proposed Offer to support GP Telephony Improvement

In line with national guidelines telephony provision remains the responsibility of general practice and as such contracts will be between the service provider and the practice.

GP Telephony Improvement will be split into 3 phases:

Phase 1
Levelling Up

Work with PCNs to understand current telephony environment and develop a road map. "evolution not revolution"

Provide guidance on recommended suppliers and support supplier engagement/contract awards

Phase 2

Implementation
Support & Change
Management

Work with practices to implement cloud telephony as part of the wider digital access onthe-ground support

"Mop-up exercise" to support any practices who have not transitioned to cloud telephony

Phase 3
Optimisation &
At-Scale models

Share lessons learnt on best ways to optimise cloud telephony Work with willing PCNs to design at-scale telephony models

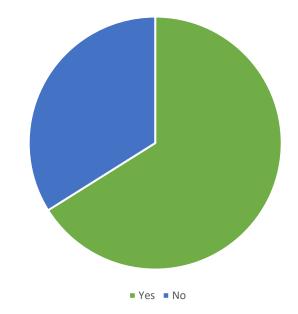


Current landscape across NWL

65% of our practices have responded (224/350) have responded to the NWL baseline survey.* (Including where boroughs had circulated similar but separate surveys) 67% of these practices already have cloud telephony in place. (150 practices)

33% of those that responded do not have a cloud telephony solution. Therefore between 74 and 200 practices do not have a cloud telephony solution. If the percentage that responded to the survey is representative this would equate to 116 practices (33%)

Number of practices with Cloud Telephony in place



Cloud Supplier Coverage				
Α	40%			
В	10%			
С	7%			
D	5%			



Guidance Document Overview

This will include the following:

- Suggested minimum functional specification and capability 'tick-list' to ensure maximum benefit from any cloud solution chosen by practices
- Presentations from a selection of shortlisted providers
- Overview and Lessons Learnt from Ealing National Telephony Accelerator, including their robust procurement process, scenario-based competency evaluation matrix, implementation cost overview
- Overview of expected benefits of cloud telephony
- FAQs
- CCG offer of support with introductions to and negotiations with telephony suppliers



Excerpt from the one of the support docs.

Functionality	Description	Benefit for the patient	Benefit for the practice
IP Telephony	Telephone functionality supplied over the web	limitless inbound linesno busy signal improved user experience	limitless outbound linesstaff can always call out, reduces patient complaints (no more you are always busy)
CTI With Voice And Data Transfer	On both inbound and out bound calls system needs to be integrated with the patient record system, On inbound this means the receptionist has a"screen pop" that gives options around the callers identity if there is more than one record associated with a telephone number. On an outbound call staff with the appropriate skill set can call or text a patient with a single click.	The amount of information they have to supply, ie address etc will be reduced, allowing them to discuss what they want sooner. Improved user experience	Allows staff to confirm information in a more efficient and effective manner reduces opportunity for user error
Ability to offer calls to the appropriate end user and device	Members of staff with appropriate skill are offered calls directly to the device they have logged into, without any loss of functionality.	Patients can be connected to the appropriate resource were ever they are working from. Improves user experience	Staff do not have to be in the office to do their job, drives up resilience and becomes part of the practices BCP
Skills Based Routing (Value Based Routing)	must be very flexible and able to support multiple 'properties' per member of staff and link with the inputs from the front end messaging were appropriate.	Patients can be connected to the appropriatly skilled member of staff directly if the business process allows. Improved patient experience	If BP allows calls can be routed directly reducing "number of touches" freeing up other staff to focus on core duties
Announcement On Hold with Auto attendant	choice of music/voice must be interruptible with sufficient voice port capacity to avoid silences (smart feature would include auto-selection of messages according to average length of waiting time i.e. <30 seconds you are XX position in queue, please hold >30secs play messages relating to self service options).	Keeps patients informed in terms of position in queue but also in terms of on line or other services they could access to service their needs. Improved patient experience.	Reduces patient frustration can "shift demand" to other services reducing spikes in demand
Queue Busting/Golden Ticket	offer the patient the option to hang up but be called back whilst retaining there place in the queue	Allows patients "to get on with their day". Improved patient experience	Reduces patient frustration and complaints
IVR / Filtering	Front-end interruptible announcement (i.e. No need for patient to hear full announcement before taking selves through process) asking patient to self-select designated destination.	Allows patients to activley direct their calls. Improved patient experience	If BP allows calls can be routed directly reducing "number of touches" freeing up other staff to focus on core duties
DNIS/ANI Digits Capture with whispered announcement	direct to staff members device with an announcement of call type (if captured within IVR or triggered by the DNIS) and for the number to be stored in the database of calls, which the phone systems stores. This must link to supply associated data from the patient database.	Were a patient has identified the reason for the call the receving member of staff already knows what the call is	Staff know what interactions is going to be about.



Benefits of being "the 2nd Crow of the wire"

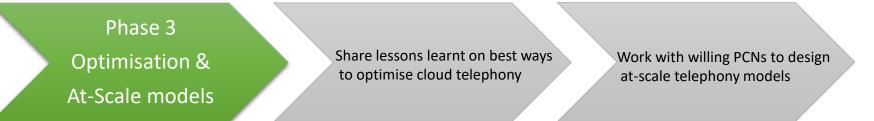
This is a well established technology:

- Use the national Spec
- Understand what is being used locally
- Speak to other practices using systems
- Not all "cloud base platforms are equal"



Evolution not Revolution

- There are over 20 providers of telephony solutions being used by practices at the moment within the NWL region
- Range of contract lengths
- Not all "cloud solutions" deliver all the features and benefits outlined in the national specification
- Develop a plan and "work the plan"





Thank You

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Company Pitches



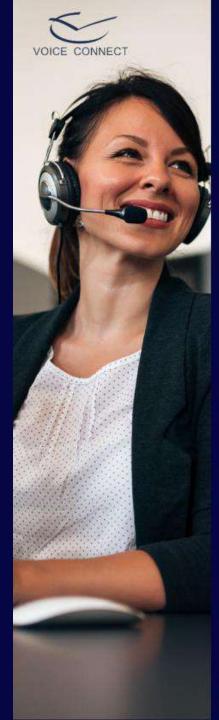




Paul Trayler Sales Director







VIRTUAL RECEPTIONIST

Utilising Patient Partner has numerous benefits to the surgery or group of practices;



Reduces call traffic by allowing patients to use the service 24/7



Unrestricted calls to allow multiple patients to use the service simultaneously



Signpost every call to the most appropriate care



Free up receptionists to allow them to dedicate time where it is most required



Reduces DNA

REPEAT PRESCRIPTIONS

Available as an additional module or standalone, Patient Partner's Automated Repeat Prescriptions services gives patients the ability to review or order repeat medication over the telephone 24 hours a day, 7 days a week by managing the request over the phone and processing it through to a task ready for authorisation.



Reduces pressure from the reception team



Reduce call queues and congestion



Allow patients to order prescriptions quickly, saving time



Removes room for error



Secure PIN protected



Low cost



Keeps Patients away from the practice



24 Hour Patient Access to practice services



Paul Trayler Sales Director

SURVEY







Rob Walton CEO









Rob Walton CEO

SURVEY





SURGERY CONNECT

Paul Bensley Director





SURGERY CONNECT



EMIS Web EMIS Community SystmOne Vision







Phone



Text



Video



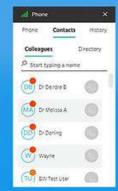
Photos

Desktop App





PCN Wide Unified Communication



It is ground breaking. Having the ability to file the recording into the patient's notes is critically important. I think it is yet another piece of excellent work from your team.

> Dr Barry Sulman, Balaam St Practice, Newham CCG Clinical Lead Prescribing



THE TIP OF THE **SURGERY CONNECT ECOSYSTEM**





SURGERY CONNECT

Paul Bensley Director

SURVEY







Daniel Mills
Senior Consultant









Yo Telecom Specialises In The Medical Sector, Providing Over 300 Practices With Fit-For-Purpose Telephone Systems, 24/7 UK In House Support, And Fully Managed Onboarding.

Call Queuing - Virtual call queues can place up to 200 inbound calls into a queue, telling the patients their position in the queue. Callers can choose to be in a queue to speak to the next available agent, or leave a voicemail to get a callback. You can use live dashboards to monitor callers, queue quantities and times.

Call Reporting - View live call statistics on our advanced call reporting dashboard. Monitor call performance in real time. Automated reports provide you with valuable information on all of your calls.

Software Integration - Our phone systems will seamlessly integrate with your practice management software. This will allow your reception team to see who is calling before they have answered the phone. They can then pull up records with just one easy press of a button, saving 30-60 seconds per every call made.

24/7 Support - At Yo Telecom we pride ourselves on providing our customers with round the clock support. Weekend, early morning and late night enquires are covered by our in-house out-of-hours team. No matter when you require technical support, a member of our team will be available to assist you. Should you require an on-site visit, our engineers will be there the same day.





Daniel Mills
Senior Consultant







Advanced Telephony National Update

Nikki Hinchley

Head of GPIT Transformation, Digital Primary Care

NHS Transformation Directorate / NHS England & NHS Improvement







Advanced Telephony

Nikki Hinchley, Head of GPIT Transformation

2 March 2022



Telephony challenges faced by General Practice



- Limited number of lines
 - inability to increase capacity due to infrastructure or prohibitive cost
- Problematic contracts with existing system suppliers
- Functionality of legacy systems
 - limited or no integration with the clinical system
 - limited or no ability to support remote working
 - limited or no ability to record calls
 - limited or no visibility of how busy the phone lines are
 - limited or no audit or reporting features
- Lack of system resilience
- Poor patient experience
 - long waits for calls to be answered
 - dropped calls
 - long queueing systems

Phase 1 pilots – South East, London, East of England



- Procure & implement advanced telephony
 - aligned with draft specification to inform national approach
- Funding devolved to CCGs with access requirements including
 - implementation plan
 - participating practices taking part
 - baselining data including call failures

Funding provided for

- termination of current contracts
- project management
- solution procurement

CCGs responsible for oversight

- reporting to national team to include final report outlining
 - implementation approach against specification
 - cost
 - benefits



- Implementation of advanced cloud-based telephony
 - scalable to meet demand
- Development of national advanced telephony specification
 - support practices and commissioners with choice of system
 - defines "what good looks like"
 - promotes value for money investment
- Implementation of advanced cloud-based telephony
 - enhances patient experience increased capacity reduces call waiting times
 - improves communication
 - improves call management
 - supports clinical system integration
 - enables call recording
 - provides robust reporting functionality
 - supports service delivery/resource planning efficiencies and better use of resource
 - helps patient flow right care, right time, right setting
 - supports business continuity and remote working

Outputs and next steps



Phase 1 pilot

- tested national advanced telephony specification
- further development of national specification informed by findings
- specification will be published with GPIT Operating Model v5

Capability Assessment

- to gather intelligence on supplier market
 - assessed against requirements of national specification
- 103 suppliers expressed an interest
- 31 submissions
- evaluation of submissions ongoing
- Establishment of national telephony procurement framework

Tactical approach – supporting winter pressures



Additional capacity to support winter pressures

part of the wider winter access improvement programme

Enables outbound calls via Microsoft Teams

- linked to existing user licences
- softphone capability calls can be made from any device with MS Teams app
- supports practice resilience and remote working
- no requirement to replace existing telephony system
- no hardware installation required
- releases additional capacity for inbound calls
- enables monitoring and reporting of outbound call volumes
- step change towards a fully hosted cloud based telephony solution

Q&A Session

Please use the Q&A text box function to pose your questions to the panel.

You can give a "thumbs up" to bump questions up in priority in the list.

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Thank you to all our speakers.

- Ground Floor, Minerva House, 5 Montague Close, London SE1 9BB Closest stations: London Bridge or Monument
- 020 7188 9805
- @HINSouthLondon
- healthinnovationnetwork.com

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