



Industry

Healthcare

Customer

Betts Avenue Medical Centre

www.bettsavenue.nhs.uk

Reseller

NCS Ltd

www.ncs-ltd.com

Challenge

To provide a solution for receptionists, managers and medical staff located across two sites, with the primary objectives of improving staff performance, increasing efficiencies and quickly resolving disputes.

Solution

A call recording and reporting solution from Oak that would help the surgery to:

1. Safeguard doctor-patient relationships.
2. Protect surgery staff from abuse.
3. Provide evidence in case of disputes.
4. Train reception staff how to handle vulnerable patients.
5. Improve customer care.
6. Monitor call volumes to ensure adequate staff provision.
7. Access call information from multiple sites.
8. Provide a system that anyone can use.

Betts Avenue Medical Centre

Betts Avenue is a large five GP partner practice with two sites located four miles apart. The staff team move between the two locations, aiming to provide a friendly, personal service and high standard of care for all patients. The practice has over 10,000 registered patients.

The Challenge

Practice Manager, Julie Wade, believes that call recording is crucial to running a good medical business. It helps train staff to handle calls in a caring and professional way, it can improve services and help resolve disputes with patients. The surgery had an old call recording system, but found the software difficult to use, expensive to run, and ultimately inefficient, as it was only installed at one of their two sites.

The Solution

Julie spoke to her phone system supplier, NCS Ltd, who recommended going to Oak Innovation for their call recorder, and to also consider call reporting. She felt it ticked all the crucial boxes, and decided to go ahead with the installation.

“RecordX is a fantastic product – I have already recommended it to other practices in the area.”

Julie Wade
Practice Manager

The Result

Julie saw the benefits of the new system immediately:

It's web-based, so staff can access the records whichever site they're working from.

“Oak's system is brilliant. It is excellent value for money - a lot cheaper to run than our previous system, even with support costs – and the support is second to none. It is web-based, which means the staff can securely access the records wherever they're currently working from, rather than being limited to the one site. Most importantly, it's very easy to use; the staff love it.

We primarily use the software as a means of safeguarding patients and staff in case of formal disputes, or even just misunderstandings. Patients sometimes query what a doctor has advised them, or might complain about how they were treated over the phone, or perhaps a receptionist is unsure about something the patient said. Now we can quickly access the recorded call and nip the concern in the bud.

We recently had an incident where a care home worker had wrongly relayed a message from a GP to a patient's family, upsetting them in the process. The GP was able to play the recorded message, absolve himself, and show where the confusion had occurred.

We use call reporting to monitor the volume of calls into the practice. This enables us to recognise when the team on reception need additional phone support, which in turn means we can answer more calls more quickly and provide better care for patients even during busy periods.

We are also beginning to use recorded calls to improve customer care in general. Many of the people who call the surgery are unwell or upset, so a sympathetic ear, tone and manner are vital. As a team we use the call recordings to learn from each other, hear what works, and raise our standards.”

“Oak's call recorder is regularly used to dispel disputes and manage customer concerns. It provides objective evidence that saves both time and heartache.”

Julie Wade
Practice Manager

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