

Industry

Healthcare

Customer

Bryntirion Surgery

<https://bryntirion.gpsurgery.net>

Reseller

Daisy Health Solutions

www.daisygroup.com

Challenge

To provide a call recording solution to help train staff how best to handle patients respectfully and helpfully, and to better manage doctor-patient relations.

Solution

Oak's call recording solution that helps GP surgeries to:

1. Train reception staff.
2. Ensure patients are treated with respect and sympathy.
3. Verify GP advice or prescriptions given over the phone.
4. Help resolve patient disputes with the surgery quickly.
5. Protect GPs from abuse or false accusations.
6. Improve overall systems of patient care.

Bryntirion Surgery

Bryntirion Surgery is a large, busy GP Surgery in Mid Glamorgan, Wales, serving 10,500 patients. There is a team of 20 staff, including six GPs. The area faces a large number of socio-economic challenges: poverty, deprivation and educational issues are of widespread concern. The surgery strives to respond positively to the additional needs this creates.

The Challenge

Business manager, Jayne Billington, runs the surgery on the tenets of dignity, courtesy and respect for all patients. She was interested in call recording to train staff to communicate better with patients, but equally to help monitor and deal with any complaints or areas of concern.

The Solution

Jayne initially contacted a number of colleagues within the health profession to find out what systems they used. Again and again she was advised to invest in a solution from Oak Innovation, and when she approached her telephone system supplier, **Daisy Health Solutions**, they agreed.

“Daisy and Oak were brilliant, working closely with me to ensure the system was installed at the point that we were ready for it. They weren't at all pushy and delivered on all their promises.”

Jayne Billington
Business Manager

ideas that change everything

Oak 
innovation

The Result

Within a month of having Oak call recording in place, Jayne wondered how she'd managed without it.

Call recording also works the other way round, encouraging patients to treat our staff with respect.

“ I am absolutely delighted with my call recording system; it does just what I hoped for and more. It's so easy to navigate - you don't need a degree in ICT to understand your way around - which means you use it!

One of the main purposes I wanted a call recorder in place was for training frontline staff. The surgery has to deal with people who are vulnerable and unwell, and being able to handle difficult conversations helpfully and with sympathy is a crucial part of the job.

We currently have a new member in the reception team and I will play back the conversations she has with customers, discussing what she's done well or how she could handle a particular situation better. We'll listen to some good examples from other colleagues too. It's a great way of educating someone quickly and in a way that is structured to their needs, without having to sit at their shoulder or listen in.

Call recording also works the other way round, encouraging patients to treat our staff with respect. We have a zero tolerance of anyone who abuses staff in any way, and just informing people over the phone that the call is being recorded encourages good behaviour!

There are also incidents when patients will raise concerns over how they were treated or what they were told by a doctor. Using the Oak system I can easily trace the conversation they are referring to and know exactly what was said and how it was said, and I can act upon that information. I know colleagues who have actually invited patients into the surgery and played the recording back to them. The evidence is beyond dispute, and actually by bringing the facts to the table, it helps get away from an 'us verses them' mentality, and cools people's anger.”

“ I believe Oak Innovation offers the best solution out there. I am absolutely delighted. I am absolutely delighted with the product and will be recommending it to friends and colleagues just as it was highly recommended to me.”

Jayne Billington
Business Manager

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