



OUR JOURNEY WITH CAROLSIDE MEDICAL CENTRE: FROM CHALLENGES TO TRANSFORMATIONAL CHANGE

This follow up case study highlights our shared journey and demonstrates the enduring impact of our collaboration, from the initial challenges to continued success.

Early Impact

- A 30% reduction in phone call volumes within the first six months, achieved while maintaining robust controls that allow practices to manage the flow of online requests effectively
- Improved demand management, with staff able to triage more effectively
- Enhanced patient access to self-help resources, reducing unnecessary appointments

"Admin staff really like being able to mix things up between answering calls and dealing with online requests. We are able to create preset responses meaning that online forms are quicker to deal with and we provide consistent messaging. Patient feedback has been very positive."

LINDSAY BRYNES

Practice Manager,
Carolside Medical Centre

Initial challenges

- High telephone call volumes, placing pressure on staff and patients
- Inefficiencies in triaging and managing patient demand
- A need to modernise operations to meet growing expectations, while maintaining accessibility for all demographics

Continuing the Journey

Phone Call Management

Despite a growing patient list, phone calls have maintained a steady 30% reduction, demonstrating the practice's ability to balance traditional and modern communication methods.

Patient Form Insights

- 68% of "Request an appointment with the doctor" requests result in appointments
- 77% of nurse or HCA appointment requests are accommodated
- Practices retain complete control over the system, including the ability to pause or manage online forms based on current capacity

Engaging All Demographics

The system is designed to accommodate varying literacy and IT skill levels, ensuring accessibility for patients with disabilities and those from underserved communities. For example:

- Deaf patients benefit from online options
- Blind patients can rely on traditional phone access
- The combination of phone and online forms ensures no patient is left behind

Demand Trends

In March 2022, a 15% increase in demand was managed effectively, demonstrating the platform's capacity to handle varying patient needs without overwhelming staff.

Looking Ahead

Carolside Medical Centre's sustained progress highlights the transformative power of our partnership. Our future plans include:

- Enhancing analytics tools to support GPs in demand management, enabling them to make data-driven decisions

Our partnership is about helping GPs manage demand effectively while ensuring accessibility for all patients. By giving practices the tools to control their workflows, we are fostering efficiency and inclusivity without overwhelming resources.