

Herts Urgent Care creates a healthier organisation with Sesui's Virtual Contact Centre



HUC (Herts Urgent Care) reveals its successful use of Sesui's Virtual Contact Centre solution in providing a single point of contact, collaborative and flexible working options for its employees and an enhanced 24/7 telephony experience for its patients.

The Challenge

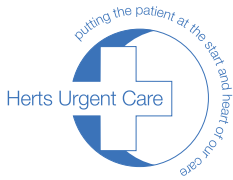
HUC, a not-for-profit Social Enterprise and Community Benefit Society, is the sole provider of NHS 111 and Out-of-Hours healthcare to around 1.2 million people across Hertfordshire.

Formed in 2007 from the merger of Herts Out-of-Hours Services & STARDOC, HUC has taken on a number of services since its inception, latterly managing the Out-of-Hours GP, dental and district nurse services, West Herts Medical Centre and Hemel Urgent Care Centre. Then early in 2012, HUC successfully bid for and won the contract for the Hertfordshire-wide 111 service.

In addition to the usual provision of Out-of-Hours services at weekends and during the evenings, the successful bid meant HUC would need to provide a supplemental 24/7 service. This presented a number of challenges for HUC, not least in providing an effective and reliable telephony facility that the community could trust in order to start tackling the misuse of walk-in A&E and Urgent Care Centre resources, it also yielded a specific set of requirements that the call management solution and its associated telephony platform would need to deliver.

HUC Virtual Contact Centre Solution

- A single point of telephony access, which efficiently signposts to the right care option
- Functionally rich telephony platform for seamless routing and delivery of calls, with call recording and real-time call reporting on all numbers
- Provisioning of dual services from the same telephony platform enabling HUC to expand the service portfolio without increasing cost
- A cloud-based solution, utilising the existing infrastructure to ensure a reduced upfront capital expenditure and the seamless delivery of functionality to any location
- Co-location under a single telephony cloud ensures collaborative, flexible and resilient working for HUC and its healthcare providers
- Calls can be delivered to any location giving Clinicians the ability to receive, respond or escalate calls from the field or desk
- Comprehensive call reporting to predict and manage peaks in call volume and support the redesign and evolution of clinical services



HUC needed a telephony solution where the 111 and Out-of-Hours services could be co-located and managed from the same system, in other words HUC were looking for a solution that could provide a true single point of access for non-emergency clinical advice over the phone.

The chosen solution would also need to intelligently manage the call process, ensuring each and every call is captured and efficiently signposted and directed to the right person or service according to their healthcare needs. Beyond HUC's own calling environment, Hertfordshire's network of healthcare providers also needed to have access to the platform in order to work collaboratively with HUC in supporting the community.

David Archer, Chief Executive Officer at HUC and project lead for this initiative explains, *"It was essential that the patient remained at 'the start and the heart' of the system and that they were provided with a single point of access which would safely and efficiently signpost them to the right care options at that particular point in their patient journey."*

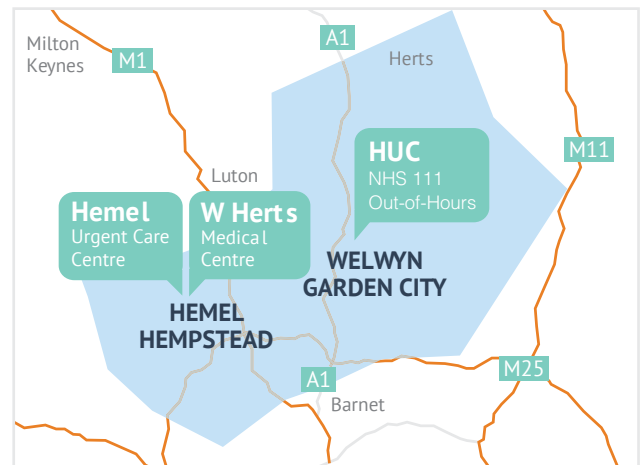
Along with managing patient expectations, HUC also had to ensure the call management solution would support them in continuing to exceed both national and local performance standards. This translated to call recording being an essential part of the functionality, as was real-time reporting and statistical data on each and every call to demonstrate performance levels and provide the data to support the decision-making process.

The Solution

After looking at the options in the market, HUC elected to work with Sesui and deploy their cloud-based Virtual Contact Centre solution. The selection was based on Sesui's technical ability as an IGSOE compliant supplier with multiple N3 connections, as well as its partner-based approach to working with healthcare providers, which includes an extensive knowledge of telephony within the healthcare marketplace and the ability to implement a virtual contact centre solution in a condensed timescale that would be fit for purpose and would underpin the launch of HUC's 111 service in October 2012.

The cloud-based nature of Sesui's solution provides a multitude of benefits. Deployment is swift and in HUC's case took just a week. And since the solution utilises HUC's existing infrastructure, no extra hardware was needed, which reduced upfront capital costs in comparison to on-site call management options.

Herts Urgent Care: servicing a population of 1.2 million



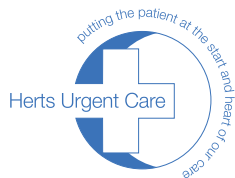
Post deployment, all inbound and outbound calls to HUC's services are delivered via the Sesui telephony platform, with primary, secondary and tertiary routing established and call plans structured around the requirements of the organisation and its community of healthcare providers.

Features such as Whisper Announcements and intelligent skills-based routing enable each and every call to be answered in an appropriate way by the most skilled call handler, who can in turn give relevant advice to patients and accept or allow calls to be re-routed to the appropriate Clinician.

David further highlights the benefits of the solution's routing capabilities, *"The diverse and flexible routing means that we have an extremely resilient system where the calls are directed to the most appropriately skilled agent based on a variety of criteria relevant to HUC, for example, the patients profile or the priority of the call. This sort of resilience is imperative for a 111 provider."*

HUC also utilise Sesui's call recording, which automatically records all inbound and outbound calls to all of HUC's numbers, regardless of the location of the call or the type of device used. The recording can be easily and securely retrieved to ensure compliance with National Quality Requirements, as well as used to highlight further training needs or productivity issues.

Beyond Sesui's real-time statistics on all calls and the systems easy to produce management reporting, wallboards are also utilised in HUC's



calling environment to monitor productivity and day to day adherence to call targets.

Furthermore, the location independence of Sesui's cloud-based solution provides HUC with resilience from infrastructure failure. All telephony functionality is held in the cloud so there is no single switch to rely on and should there be a failure at one of the sites, users simply log on and access the call plans and telephony functionality from another location. All records and data are retained in the cloud, allowing HUC to seamlessly continue operations from any location and effortlessly manage the Disaster Recovery process.

Results

The ability to provision both the 111 and Out-of-Hours services from the same platform means that HUC can pool clinical resources, which has driven both efficiencies and collaborative working for the organisation.

Sesui's Virtual Contact Centre enables calls to HUC to be delivered to any location (multiple sites, on the go, at home) giving Clinicians the ability to receive, respond or escalate calls both in the field and at a desk, with no impact to the patient or call length.

Beyond the seamless routing and delivery of calls to any location, Sesui's cloud-based infrastructure has enabled HUC to provision its variety of services from the same telephony platform, delivering economies of scale for HUC and subsequent cost saving as the same resource can take on multiple roles. This progressive way of working has given HUC the ability to add to its service portfolio without the usual associated cost in additional infrastructure and resources.

With such flexibility at their disposal, HUC has continued to increase the number of home-working GPs who provide vital telephone consultation at short notice to patients during periods of high demand. Being able to manage peaks in patient demand is essential and Sesui's rich reporting functionality has provided HUC the data to understand and cater for such capacity and demand requirements.

The detailed call data is utilised to inform HUC's decision making process, enhance the patient experience, provide compliance reports and enable total transparency. It is also used by HUC to drive organisational change and provide service modelling data in support of the redesign and evolution of clinical services.

David commented, *"The rich reporting functionality of Sesui's solution has given us the data to make decisions, design services better, and build staffing and financial models to test a variety of scenarios before committing resources."*

HUC regularly receives positive testimonials from patients and healthcare providers alike, as well as scoring highly in National Quality Requirements and Commissioner's reports. Furthermore, HUC was selected by NHS England to participate in a study to identify the key elements which make for a highly successful 111 service.

HUC now has a resilient cloud-based solution that provides a single point of contact, collaborative and flexible working options for employees and an enhanced 24/7 telephony experience for its 1.2 million population. In all, Sesui's Virtual Contact Centre solution has helped HUC deliver on their objective to provide an effective, efficient and reliable service that the community can trust.

David concludes, *"Many of the efficiencies are driven from the ability to use the single platform to support different services without needing to have multiple telephony platforms or hardware. The flexibility of virtual working at different locations with no impact to the patient or call length have resulted in increased productivity and a more cost-effective service for HUC."*

"HUC has taken innovative approaches to ensure that 111 fits the needs of patients rather than making patients fit 111. In particular, they have integrated elements of the 111 and GP OOH service to provide seamless tailored care. Indeed it appears likely that such early innovation by HUC will be reflected in NHS England's vision for the future model of 111."

*Dr Shanker Vijay
Herts Urgent Care*

Sesui's Approach

At Sesui we have a duty of care to cater for the diverse and varied telephony needs of Healthcare providers. It is our responsibility to provide the right solution so that you can provide optimum levels of care to your patients and service-users.

We pride ourselves on understanding the Healthcare marketplace and your commercial environment, enabling us to develop feature-rich telephony solutions that are built around the compliance, Healthcare initiatives and commercial needs of your organisation. Our objective is to deliver a solution which not only drives a more efficient organisation and enhances the caller experience, but will also provide a rapid return on investment.

The flexibility, resilience and depth of the solution, coupled with our understanding of call management and the wider telephony market needs, means that Sesui can easily be expanded outside of the contact centre to ensure all calls are managed, queued and delivered correctly around the organisation, thereby giving you a total solution and not just a piece of the picture.

Sesui Implementation

We have a dedicated team of experts from Pre-Sales and Project Management through to Implementation and Support, who will work with you to ensure your solution is delivered promptly and accurately to your required specifications, and continues to support your on-going telephony needs.

Each member of the team has an expert understanding of your industry's telephony-based initiatives and the compliance eco-system, and will work consultatively with you, guiding you through the planning and implementation phase to ensure your call management, customer service and business efficiency goals are met and exceeded.

Let us help you deliver an improved caller and communication experience...

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That's the Sesui touch!