

Jai Medical Centre unifies GP surgeries with Sesui



From Better Calls to Better Care...

Jai Medical Centre demonstrates how Sesui's intelligent, cloud-based call management solution is enabling Jai's surgeries to do much more than answer calls quickly. Connected to N3, Sesui is enabling their locations to work collaboratively to improve telephone-based support, make better use of resources and structure services around patients' needs.

Engaged Patients Beginning to Switch Off?

Jai Medical Centre comprises of five surgeries in and around the North London area, each providing general GP services and specialist care to the local community as well as the provision of on-call residential care to a local nursing home.

Prior to implementing Sesui's intelligent, cloud-based call management solution in 2009, Jai Medical Centre's calls were handled via an on-site 'switch'. With limited line capacity, patients calling the surgery got through on a first come, first served basis. If all lines were busy the caller would get an engaged tone, often leaving them frustrated.

In addition to patients continually encountering an engaged tone during peak calling times, Jai Medical Centre had no information on how many calls were answered or even how many were trying to connect. This non-existent reporting meant they were struggling to pull together performance information for the Care Quality Commission as well as understand resourcing and

Jai Medical Centre Success Factors

- Every call captured and acknowledged, with welcome message and queue status updates
- Intelligent call management functionality including primary, secondary and tertiary routing, call recording and a Fax-to-Email service
- Call statistics on every number to establish key performance indicators such as call volume, waiting and handling times
- Full visibility of the calling environment to identify trends and understand resourcing and capacity demands
- Collaborative working between surgeries with overflow capabilities between sites
- Intuitive functionality to monitor and adjust call plans remotely
- Resilient cloud-based, N3 connected solution to easily enact disaster recovery plans and reduce upfront CapEx



capacity demands, the experience of patients calling in or the subsequent cost.

Practice Manager, Suresh Vaghela's vision was not only to ensure each call was captured and acknowledged but that an intelligent telephony system was implemented which would enable Jai Medical Centre to work collaboratively between surgeries, use resources more efficiently and enhance patient care. Here, he has kindly given us an insight into the benefits of Sesui's Call Management Solution from a Practice perspective...

“ Sesui's solution means that call data can be recorded and used like never before, in a way which is helping [to] enhance the patient experience and the care that we provide.”

Suresh Vaghela, Practice Manager, Jai Medical Centre

The Sesui Solution

Sesui worked consultatively with Suresh to define the exact set-up and telephony functionality required. The cloud-based call management solution, which is connected to the N3 network, was then implemented and could be accessed via Jai's existing switch infrastructure, meaning no extra on-site equipment needed to be purchased, reducing up-front capital expenditure.

Utilising 0300 numbers, Jai has call plans established around each practice's opening hours that will automatically divert calls to 111 for Out-of-Hours services. Alternatively when training is taking place lines can easily be diverted to another contact or surgery.

Jai Medical Centre's new system ensures that every call is captured and acknowledged with a welcome message, queued with regular status updates, and directed to the appropriate individual. This ensures the patient is informed at every step of the call management process and that the call is delivered effectively and efficiently.

Each surgery has its own reception number, from which calls are routed to the correct contact, department or service. Because Sesui's system is cloud-based, it could be cost-effectively implemented across all surgeries giving them the option to work 'as one' when managing calls. If a reception line is busy, calls can be overflowed to another site, with Whisper Announcements set up to inform as to which surgery the caller is trying to reach for the call to be answered appropriately. This not only means that patients are kept informed whilst waiting for calls to be answered, it also means that calls are answered more quickly.





Sesui provides Jai with a one-stop-shop in managing line rental, switch maintenance and call management functionality. However, the resilient and intuitive nature of the solution means Suresh can easily invoke disaster recovery plans or adjust daily call plans, re-directing calls and overflowing to different sites as the business requires. This can be done online where he can also remotely monitor the statistics.

Jai also utilises Sesui's advanced call recording functionality on all inbound and outbound calls. This is an automated feature providing protection for both patient and advisor where all calls are recorded securely and are easily located and retrievable over N3 based on organisation-defined identifiers, for example caller's ID, time, date, department. Beyond the legalities of call recording, the function can also be used for training purposes.

Another essential facet for Jai is Sesui's Fax-to-Email service, which has improved productivity and efficiency with significant resource-saving results. The sheer volume of faxes could previously be overwhelming, each needing to be dealt with individually and manually entered into systems. With Sesui each fax is automatically scanned onto the platform on receipt and sent to an NHS.net email address or viewable over the N3 network.

Calls to every number are reported on, with statistics available for analysis on a variety of operational aspects such as call volumes and cost, spikes in calls, call waiting and handling times. Reporting is accessible online and can be monitored remotely in real-time. Suresh is based out of the Edgware surgery and has full visibility of all telephony aspects across the practices. This enables Suresh to identify trends, predict resourcing requirements and provide greater collaborative working, as well as easily report on national and local performance standards.

Managing calls collaboratively in this way also allows Jai Medical Centre to consider organising itself more as one organisation rather than separate surgeries and clinics - to further improve response times by centralising calls into a mini contact centre in one location. In this manner, Jai

Medical Centre would be able to provide patients with distinct specialist clinics, delivering a centre of excellence without duplicating resource requirements across all surgeries.

The impact on Jai Medical Centre and its patients

"Outside of managing calls there are many areas where the Sesui system has given us added-value. For example, call recording can be used evidentially to demonstrate that all staff are handling calls efficiently and compliantly. Staff are aware of the Management Information provided by the system, which helps us to shape performance against both patient needs and national requirements and identify any further training opportunities."

"For our patients' sake, it is important that we retain experience and resources within Jai Medical Centre at a time when challenges and requirements are becoming ever more complex and stringent. We are talking with Sesui about a Virtual Contact Centre function which would allow virtual centralisation of resources and thus more flexible working, rather than physical centralisation at one of the practices, resulting in efficient deployment of resources for us and access to a wider range of experienced practitioners for patients."

"Looking towards the future, Sesui has allowed us to take an 'under one roof' - or rather 'under one cloud' - approach for patients meaning we could provide specialisms at different centres, rather than duplicating general advice. This would not only enhance the patient 'experience', it would have a positive impact on patient care - as we can provide more tailored local services, reach quicker diagnosis and ultimately help our patients to recover more quickly. I could not think of a more significant outcome for Jai and its patients."

Suresh Vaghela, Practice Manager, Jai Medical Centre

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Why Sesui

"I was already aware of Sesui because of their long history of working with the healthcare sector. When I began speaking with them, I was impressed with their level of understanding of the unique challenges faced by healthcare providers in this strictly controlled regulatory environment and the way that Sesui works with organisations to construct solutions which are specifically tailored to them, their challenges and their longer-term objectives of enhancing patient care."

"Because Sesui's systems are hosted in the cloud they are cost-efficient to implement, flexible and resilient to deploy, and intuitive to use. The 'intelligent' nature of Sesui's solutions means that call data can be recorded and used like never before, in a way which is helping healthcare providers to meet and exceed national requirements, more efficiently allocate resources and – most importantly – enhance the patient experience and the care that we provide."

Suresh Vaghela, Practice Manager, Jai Medical Centre

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.

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

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That's the Sesui touch!