

CASE STUDY

HOSTED TELEPHONY FOR GENERAL PRACTICE

swcomms is a recognised communications provider to the primary healthcare sector. We specialise in providing GP surgeries with the communications tools they need to meet patients' needs, to streamline everyday tasks and to find cost savings.

We understand that the general practice landscape is changing and GP surgeries need to find ways of adapting. Single practices with standalone telephone systems that do not have enough lines or staff to answer calls must become relics of the past, especially with the increased pressure put on surgeries to provide extended hours.

Our experts have been working with GP surgeries since our inception in 1983 and, latterly, with multi-site doctors' groups, federations, localities and CCGs.

Cloud-hosted telephone solutions easily link multiple sites, which means staff resources can be shared at the busiest times. Calls to UK landlines and mobiles are free, which will be a welcome cost relief when so many surgeries now engage in daily telephone consultations. Line rental costs are less expensive too.

swcomms has been able to find cost-savings with our cloud-hosted telephony solution for 90% of surgeries we speak to. We are trying to help general practice find a positive way forward in challenging times.

Summary of benefits:

Cost savings

Cloud-hosted telephone systems are purchased on per user per month OPEX model so there is no need for any capital outlay. The monthly charges are often less than what they currently pay for in line rentals and support costs.



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Free calls

These solutions come with inclusive call packages so GP surgeries benefit from free calls to UK landlines and mobiles. This could represent a significant saving with GP surgeries carrying out more telephone appointments.

QoF point-scoring CRM integration

Our solution can be integrated with the main GP surgery systems – EMIS and SystemOne – to gain one-click access to vital patient information to improve staff efficiency and to maximise QoF points...and associated improved financial rewards.

Statistics

Real-time statistics provide valuable information, such as, how many calls are waiting or how long calls take to be answered to identify when receptionists are overwhelmed, so practice managers can get other administration staff to handle calls too. These reports also reveal how many times patients are met by the engaged tone, so you can adjust your call capacity and staff numbers accordingly.

Additional call capacity

Rather than being confined by your number of ISDN channels, every handset has its own line to increase call capacity at the busiest times so patients should never be met by an engaged tone. The number of lines used can be flexible depending on your available staff numbers.

Easy call handling

Features such as call forwarding, call waiting, call recording, intelligent call routing via an automated attendant, and voicemail notification via email are just some of the features available.

Call queuing

Answer every call and fairly queue callers while letting them know their place in the queue and how long they are likely to wait.

Call recording

Recall details of conversations and protect yourself against litigation with encrypted call recordings, which are especially useful if a GP surgery uses telephone triage.

Growth & flexibility

Enjoy greater flexibility and scalability. You can easily make moves, adds and changes to accommodate any growth plans, including the addition of extra surgeries, while mobile workers are easily integrated too.

Always available

A cloud-hosted telephone system is always-on, even if disaster strikes. Built-in business continuity features mean incoming calls can be automatically redirected to a mobile or another landline of your choice.

As a Practice Index-approved supplier and First Practice Management member, **swcomms** is continuing to leverage our 35 years of expertise in the healthcare sector to deliver innovative and supported cloud-hosted telephony solutions that meet the challenges of general practice and improve their patient communications.

What our GP surgery customers say:

“**swcomms** was chosen from a number of contractors to undertake a large installation for us covering surgeries providing for nearly 150k patients, and with branches spread over approx. eight miles.

“They were chosen due to the future-proofing that they could offer, value for money and reputation, as well as other factors. It was a complex installation for many reasons, but I was helped by a great project manager.”

Claire Richards, Christchurch Medical Practice

“Really excellent service. The support is first-rate. The engineers and helpdesk are experts and approachable and I have always been impressed by the whole company.”

James Leyland, Canford Heath Group Practice

“We really like the system. It is simple to use. All the staff were really helpful when they came to install it and the trainers could not have been more helpful and very patient. Would not hesitate to recommend **swcomms**. Very efficient.”

Sarah Hosken, Morrab Surgery

“I had no working knowledge of **swcomms** before this event, but when the favoured provider didn't deliver we had the option to look around. I had spoken to **swcomms** sales team before and invited them for a discussion, which resulted in us purchasing this solution.

“Now the system is in, we are very pleased with it. The support team are excellent, and patients and staff alike are providing good feedback.”

Jon Trott, Shirehampton Health Centre

“Received a brilliant service from start to finish, including a thorough check of our current services, with plenty of support through transition and installation process. Excellent staff training and on-site support during 'go live' day, with plans to roll out the new system at our other medical centre site!”

Sara Davey, Holsworthy Medical Centre

“The impact of change and the continued pressures on the NHS will lead to the formation of larger practices merging to become multi-site operations and the creation of larger groups of practices working together forming federations. The ability to communicate across practice groups such as these mean that traditional telephony services are no longer viable.

“We have three large premises and all are now connected as if one. The new phone system is extremely flexible and has seen a significant improvement to the way we work and the patient experience.

“The ability to connect to other practice sites as we grow or federate wider will be another benefit from the transition to **swcomms**' solution making us future proof.”

Mark Thomas, Chelston Hall Surgery