

# Optimising **Patient Access** in Primary Care One Surgery's Journey



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# Today we will...

Share results, insights and learnings from a 12 month access programme to inform a nationally scalable approach to freeing up capacity by;

- **Reducing inbound calls** (*by 1,743 per month at TLHC*)
- Reducing missed calls (*by 65% at TLHC*)
- Reducing all queue durations (*by 70% at TLHC*)  
*with digital efficiencies and patient empowerment*

**TLHC: Tudor Lodge Health Centre (10,937 patients)**

# Data-led Decisions

Survey led by Hanley Consulting in 2022

## *Access:*

- 88% of patients default to calling the practice in times of need (*now 83%*)

## *Awareness:*

- 45% of patients who are online, didn't know they can access test results online

## *Knowledge:*

- 67% of patients want to access GP services online but don't know how

# The Current Context

- Patient demand is outstripping capacity
- The '8am rush' leads to poor patient experience and strain on resources
- More demands from NHS England for "integration"
- Yet more tools being offered by suppliers offering "Digital Transformation" but little help implementing

→ **Complex and evolving requirements for the surgery**

# Tudor Lodge Story



## Understanding the issues (Local)

Audit and data driven assessment of:

- Call data
- Number of Online Consultation submissions
- NHS App uptake
- Patient survey outcomes (offered in multiple languages)
- Patient access routes



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## Patient Survey Findings

- 53% have never used an online booking solution
- One patient stated “I was not aware I could book online”
- No support for patients out of hours, leading to bottleneck in demand in-hours.

(Surveyed all 10,937 patients)

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## What was implemented?

- Full telephony call flow audit
- Introduced streamlined **closed-loop call flows** (Incl OOH)
- Improved digital literacy (automated with digital support assistant)
- Implemented personalised call flow and messaging
- Reduced automated texts to a single SMS segment
- Built contingencies when SMS fails

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## What was implemented?

- Promoted patient self-service for administrative needs via use of digital tools such as NHS App and AccuRx
- Developed effective community signposting
- Streamlined form submissions
- Expanded self-referral pathways and adoption of digital tools using EDATT

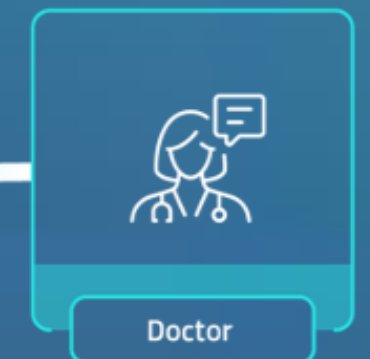
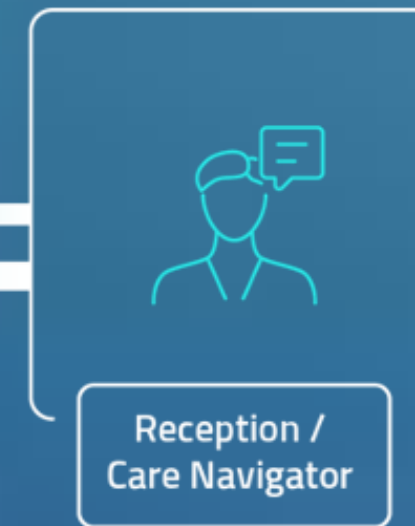
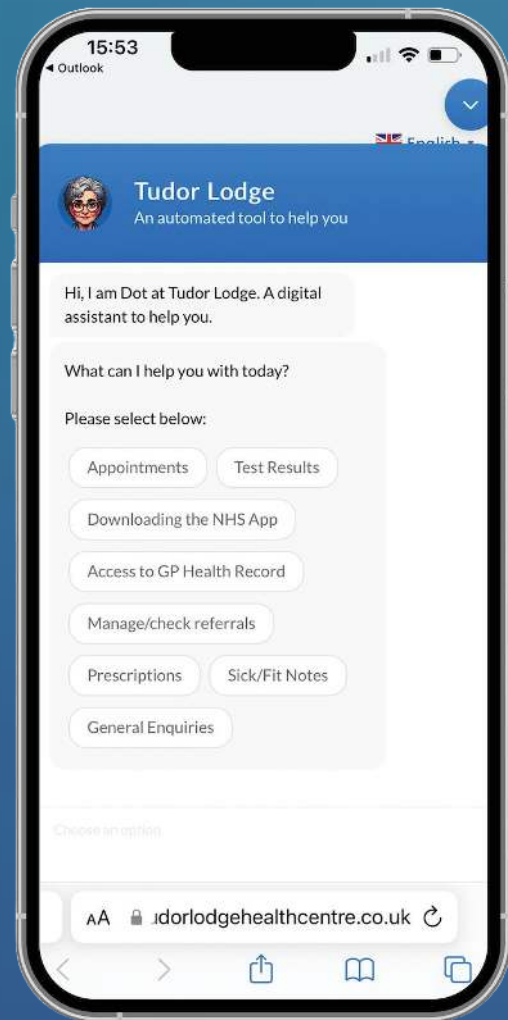
Digital Assistant



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## Overview of solution

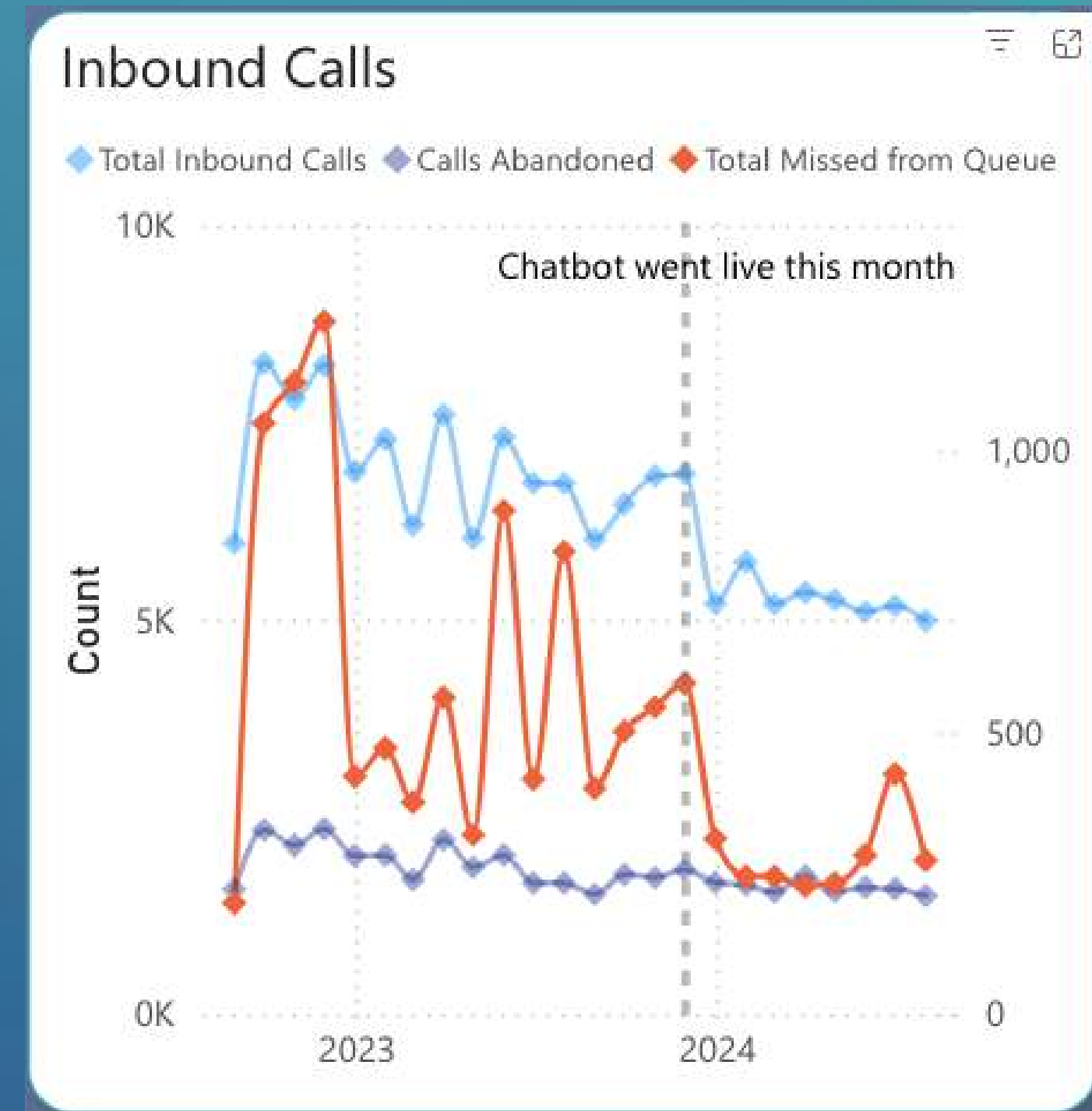


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## The Results

- **Total Inbound Calls:** decreased by 25%
- **Calls that Entered Queue:** decreased by 23%
- **Missed Calls:** reduction of 65%
- **Calls for 'Appointments'** were down by 48%



Data from July 2023 - July 2024

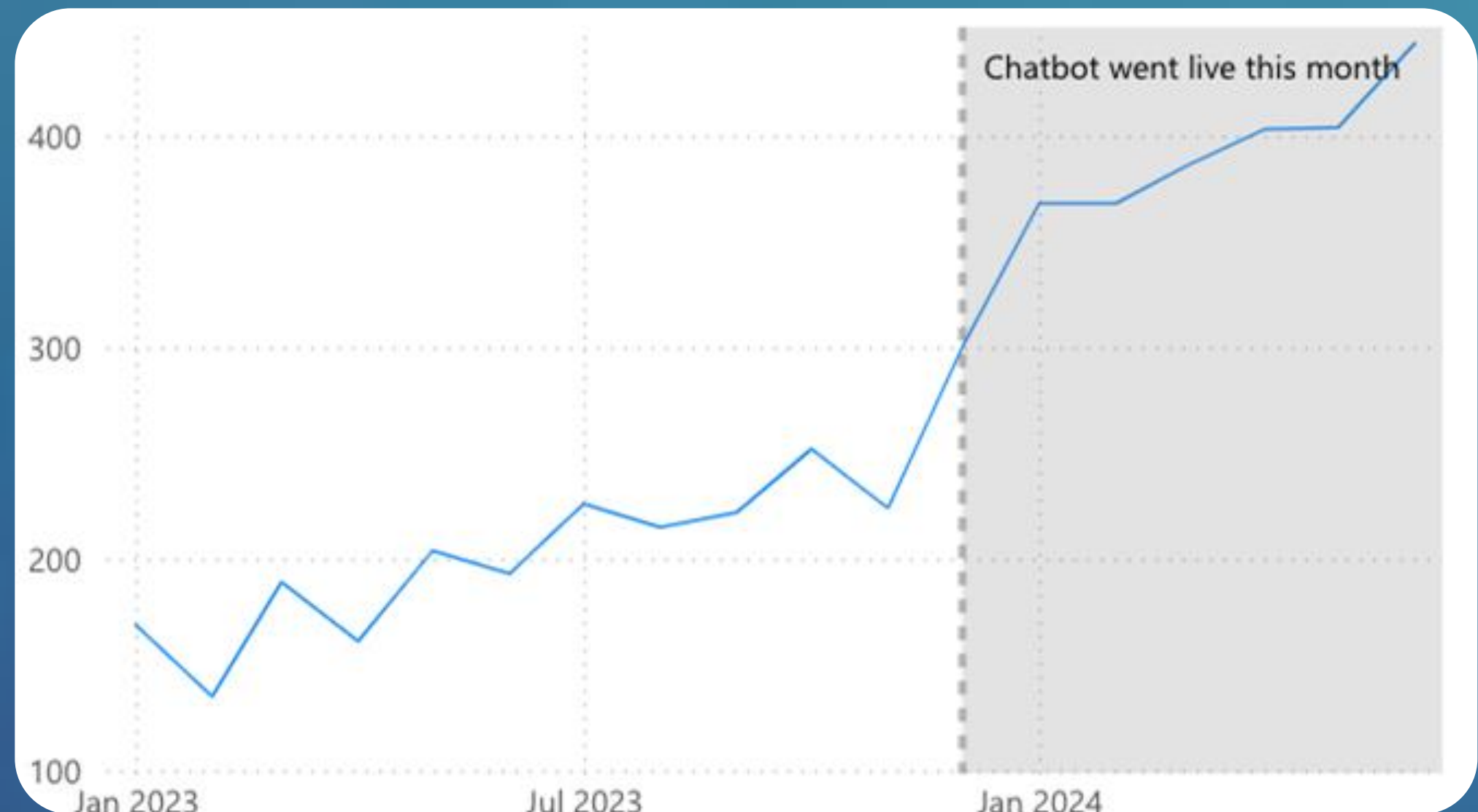
# Tudor Lodge Story



## The Results

**Online Prescriptions:** increased 98% (from 226 to 444 per month)

Data from July 2023 - July 2024



# Tudor Lodge Story

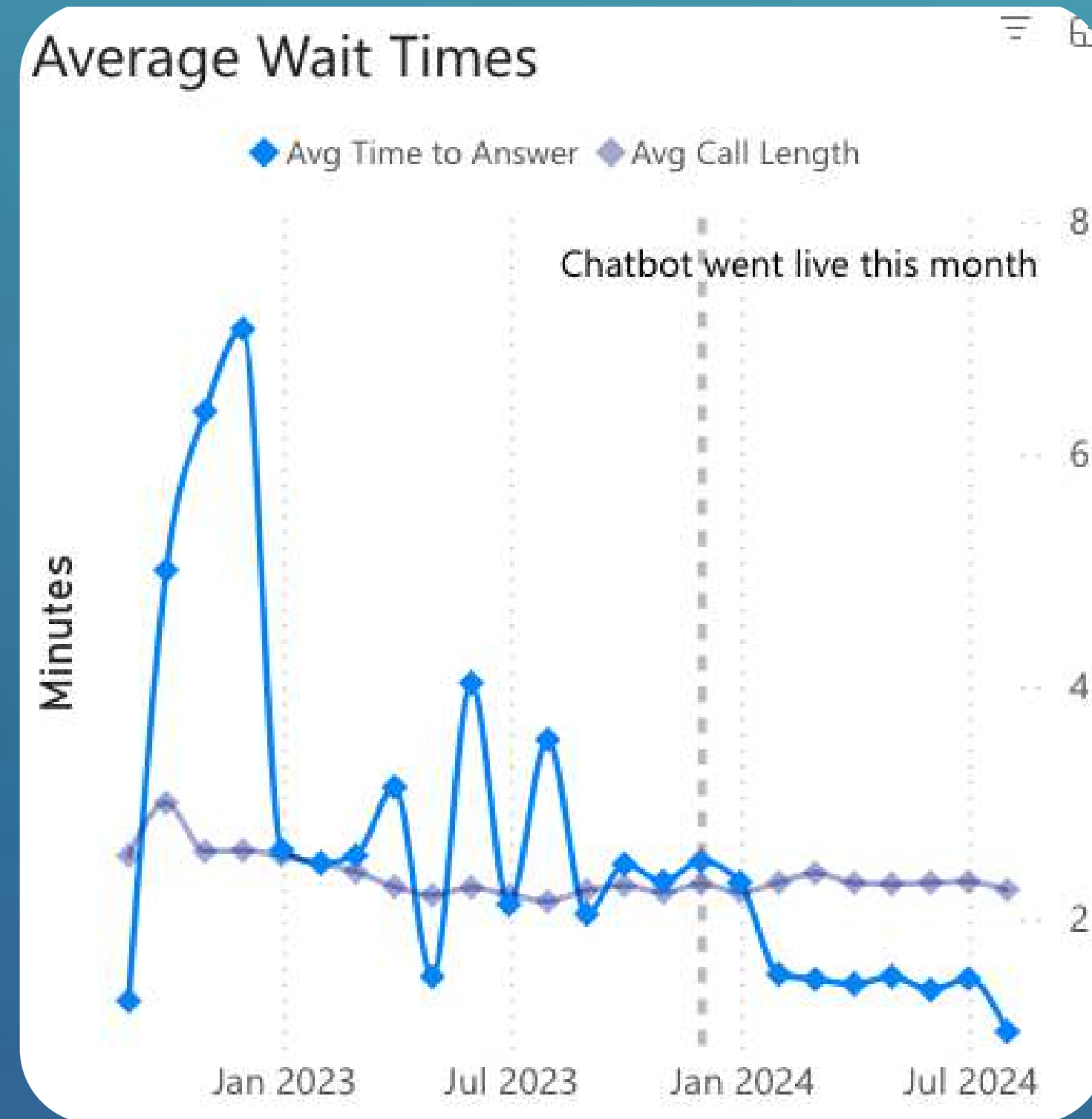
## The Results

Average Queue Time:

Reduced by **70%**

(from 213 secs to 64 secs)

Data from July 2023 - July 2024

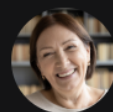


# Patient Experience & Outcomes



**Patient**  
Tudor Lodge Surgery

Helped me do what I needed to do without having to contact the surgery, very quick and easy to use.



**Patient**  
Westongrove Partnership

Didn't know I could book appointments on the NHS App. Very straight forward/ prompt without having to queue 😊



**Patient**  
Hughenden Valley Surgeries

Love the type option! I just asked a question and got an answer with a form for me to submit 👍



**Patient**  
London Road Surgery

Straight forward and easy to use. I've just ordered my prescription online for the first time. Thank you!!





**We welcome your questions...**



**HANLEY  
CONSULTING**

Balancing healthcare demand with patient  
empowerment