

Portsmouth Hospitals NHS Trust

Portsmouth Hospitals NHS Trust provides a range of acute services across two sites including Queen Alexandra Hospital and St Mary's Hospital. The 'Emergency Department' at Queen Alexandra Hospital is one of the busiest in the UK treating in excess of 100,000 patients each year. The Trust is also home to the Wessex Renal and Transplant Unit and it holds prestigious Cancer Beacon Status for the Head and Neck Cancer Services. Hosting the largest Ministry of Defence Hospital Unit (MDHU) in the country, the Trust enjoys strong military connections and is proud of this association. This means that as a Trust, they have wider responsibilities than those of standard NHS organisations.

The Trust has a vision "To be recognised as a world-class hospital, leading the field through innovative healthcare solutions focused on the best outcome for our patients delivered in a safe, caring and inspiring environment."

VoiceSage the industry leader in CEBP (Communications Enabled Business Processes), in conjunction with its partner Healthcare Communications has delivered significant savings to the Portsmouth Hospitals NHS Trust, through the deployment of Interactive Voice Messaging (IVM) solutions.

The Portsmouth Hospitals NHS Trust was experiencing an average of 3,300 DNA's (Do Not Attends) out of approx. 43,000 outpatient appointments per month, translating into lost revenues of over £4m per year.

The Trust set 'increasing outpatient attendance' as its main objective, thereby reducing clinic capacity; reducing DNA's by reminding patients of their appointments via Text and IVM (Interactive Voice Messaging); enabling two way contact between the Trust and Patient in order to facilitate appointment rescheduling, thus maximising on appointment slots and; introducing a low cost channel of communication between the trust and patients to replace letters.

The solution involves sending messages to patients by text and voice to mobiles and landlines to advise, remind and reschedule appointments. In July 2010 alone, the new system resulted in:

- Increased PbR (Payments by Results) potential income of £101,127
- Increased appointment utilisation of 873
- Follow-up DNA rate reduction of 38.3%
- Annual PbR potential estimate of £1,213,529

According to Mandy Mugride, Outpatient Project Manager, "When contacting their trust references sites, they all responded very positively about the service and benefits delivered. There are a lot of companies who state they can deliver these services, but few have actually experiences of healthcare and a proven delivery track record".



Applications:

- VoiceSage Interactive Voice Messaging (IVM)
- VoiceSage SMS

Business Challenges:

- Improve Customer Communications
- Improve Customer Satisfaction
- Cut Inbound/Outbound Calls
- Reduce Costs

Benefits:

- Reduced DNA's (Do Not Attends)
- Increased Outpatient Attendance
- Improved patient data/feedback
- Reduced Costs
- Increased flexibility
- Greater ROI

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