



# Manchester Integrated Care Gateway

Customer Testimonial



## Manchester Integrated Care Gateway

(part of Central Manchester Clinical Commissioning Group)

### Introduction

Central Manchester Clinical Commissioning Group (CMCCG) is responsible for providing a number of hosted services that are available citywide to other CCG's and NHS entities.

Manchester Integrated Care Gateway is one of these hosted services. The Gateway is responsible for a registered population of 743,220 patients, across the four CCG's they currently provide referral management solutions too.

The MICG provides a one stop shop between patients and a wide range of health services, local community services, and are adept at meeting each patient's individual needs. From blood tests, patient transport, appointment Bookings, to arranging interpreters for patients appointments.

### Challenges

CMCCG is a 'Beacon Centre' for other similar services across the country. As such they are required to demonstrate best practice and were invested in efficient, patient friendly methods of operation.

Unfortunately with the limitations of their old out dated technology meant that CMCCG telephony solution had a detrimental effect on this status and the services development.

They wanted a partner to ensure the continued growth and success of the organisation, which could replace and improve on the patient experience throughout their Gateway.

They were dependent upon the telephony infrastructure to deliver their services to a large quantity of patients, without affecting the patients experience; any downtime in any area of the infrastructure would have a negative impact on their ability to deliver their services, and may delay patients' pathways or discourage patient engagement with their referrals.

Their existing telephony solution, which supported 20 users with no contact centre functionality, was unsuitable and inadequate. It was limited to providing voice only call routing and reporting statistics, and meant many patients suffered the inability to successfully contact the service.

The organisation was experiencing a high number of patients that failed to engage with their referral and subsequently resulted in expected DNA at the providers these patients were referred into. The MICG wanted to encourage engagement with patients by expanding the media channels available for patients to engage through.

Manchester Integrated Care Gateway, (MICG - part of CMCCG), experience particularly high call volumes on Mondays. During these times the rate of abandoned/ missed calls increased and due to the limited ability to track these calls, there was no functionality for the patient to request a call back.

The call recorder became increasingly unreliable and due to its limited functionality, actually caused a number of days downtime for the service. A new resilient solution was required that would record calls for training and quality management. They were also unable to access the call recordings unless on one physical PC separate from the network.

"We required a bespoke solution for our complicated issues - a one-off affordable cost solution, which included support."

*Joanne Johnson – Operational Lead,  
Manchester Integrated Care Gateway*

The support CMCCG received was relatively limited and was provided on a reactive basis. The organisation was not kept abreast of the latest technology, or industry updates that would have allowed them to further develop the technology to enable ongoing service improvements and efficiency gains, and due to monetary constraints were unable to purchase these developments, updates, and add ons.

All of these factors were beginning to negatively impact the MICG service operation, including;

- Patients not always able to make contact with the service in a timely manner, giving a negative impression to patients of the service.
- An inability to engage all patients in their pathways.
- Unable to deliver tailored training programmes to agents based on specific requirements.
- A high incidence of agent turnover – if an agent doesn't perceive that they are being fairly assessed and adequately trained and developed they may wish to move elsewhere

### Solution

4net Technologies designed and delivered an Avaya IP Office telephony platform as the underlying back office solution and integrated the Enghouse Interactive Contact Centre, with QMS recorder software, to deliver multi media contact centre functionality. This solution meets MICG's existing needs whilst allowing for future growth and enhancements.

The solution delivered the following features and capabilities to MICG:



Mailbox and presence information for up to 50 users.



Skills based routing and full reporting package for all agents.



Snapshot wallboards to allow live queuing and call statistic information.



Multi media Channels for patient engagement, allowing combination routing and reporting in addition to voice calls (eg Web chat, social media, email etc)



Callback – ability for callers to request a call back from an agents whilst retaining their place in the queue.



QMS call recording with quality assessment.



Unlimited number of lines available for patients – meaning no busy tone.

## Benefits

The solution has delivered a number of benefits to the organisation, which have helped improve patient satisfaction and improve agent ability to deal with a wide range of calls from different media.

Other benefits include:

- Customers can now get through via their contact method of choice. This has increased patient engagement with only 0.36% of patients failing to engage with their referral pathway, subsequently the number of DNAs has reduced from 16% to 13% according to local data.
- Multi media queuing and reporting has reduced the time taken to respond to emails and they now have the ability to ensure that they meet SLAs
- Skills based routing has improved first call resolution.
- Call back application has improved patient satisfaction by giving callers the option to be called back at a convenient time rather than wait in a queue
- Reduced number of missed calls
- Improved wallboard display, delivering a richer experience and the relevant information to the agents
- They now have a functioning call recorder, which helps improve training, quality and staff retention, which also records screen activity to analyse where 'human error' issues occur.
- A reliable and stable system that no longer fails
- Ongoing and proactive support

## Why 4net?

"Our Project Team met with 6 of the largest suppliers who offered solutions that met some of our requirements but couldn't offer the full package we were hoping for. These suppliers, although professional, were impersonal and weren't interested in offering a bespoke system but an off the shelf solution. In the NHS we are firm believers that one size definitely does not fit all. We required a bespoke solution for our complicated issues - a one-off affordable cost solution, which included support.

We met 4net on a few occasions where they developed an in-depth understanding of our current issues, potential future issues, alongside observing what was actually going on in our service. Based upon their findings, along with some of our future requirements, 4net presented the solution we are now using.

4net spent some time understanding the skillsets of our team, and worked out the best training rollout plan for our people. They spent time with staff to ensure their needs were met and on the 'Go-Live' date they were on hand to floor-walk. They are keen to make agent and patient processes as seamless and as personable as they can; they are even integrating with our clinical system to achieve this.

The systems are pretty easy to use and are intuitive. But for our slower days, 4net are quick to assist and offer support for even the simplest of tasks.

They regularly meet with us to ensure that the system continues to meet our needs and our account manager is always quick to suggest fixes to our issues, and to assist with on the spot problems (sometimes even when they are nothing to do with the system).

Here at the MICG service we are sure we made the right choice by choosing 4net as our supplier."

Joanne Johnson – Operational Lead, Manchester Integrated Care Gateway

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4net's powerful combination of service excellence and technical expertise makes us the partner of choice for organisations who want to transform the way they communicate with customers, staff and stakeholders, reduce costs and gain competitive advantage.

Our contact centre, unified communications, managed services and telephony solutions are designed to address today's complex business challenges, helping you to respond to your customer and staff requirements.

From simple IP Telephony Solutions to Virtual Contact Centres, from Unified Communications to Cloud Services, we partner with best in class vendors such as Avaya, Microsoft and Enghouse, to deliver a solutions portfolio that will address today's changing workplace and build tomorrow's future, making 4net the preferred communications partner for many businesses across the globe.