

> NHS 111 London



CUSTOMER
SINCE
2016

WORKING ACROSS
32
LOCAL AUTHORITIES

SERVING OVER
9 Million
PEOPLE

Overview

Facing huge and often unpredictable peaks in patient contact - particularly during the pandemic - it is critical that the NHS 111 London service has unrivalled availability, with the ability to scale to meet increased demand automatically.

The **storm**® team assisted NHS 111 London by helping develop the Patient Relationship Management (PRM) solution, securely integrating distinct medical and care information systems to automatically decide (based on factors such as frequency of repeat calling or medical history) how best to route interactions. This has led to significant improvements in patient experience, through enabling a more direct routing to the most appropriate medical person.

The real-time and historical reporting capabilities of **storm** allow London's NHS 111 team to easily spot developing pandemics, as well as identifying geographical areas of the capital that are most affected.

The Challenge

NHS 111 London uses five call handling providers to handle non-emergency calls and nine data providers to store relevant patient records and details. The service is necessarily complex, with hundreds of pieces of information being rapidly fed between sources during interactions, thereby enabling front line teams to bring disparate data together to best support patients.

Patients were simply routed to any available call handler, and this varied each time they called 111 (regardless of the time between calls), leading to patients having to repeat their details, symptoms, and developments. This led to lengthy average handle times (AHT), low first contact resolution (FCR), and an inconsistency in patient experience. Further to this, the NHS were unable to track repeat callers and therefore could not monitor changes in symptoms effectively. There was no way of prioritizing a patient with developing conditions, or those with known or complex medical issues.

Reporting was an additional challenge for the team. With a very complex commissioning landscape to receive calls and patient information, the team were unable to gain a clear overview of healthcare across London, meaning they had difficulty determining unusual spikes in symptoms or locations. The NHS 111 London IUC team did not have a real-time view of their provider performance, and therefore lacked the capability to assess the impact of a contingency activation or overflow event.



NHS 111 London handles up to **100,000** urgent calls a week, **24/7, 365** days a year



Health Advisors and Clinical Advisors must deliver **fast, accurate information**



Digital innovation was key within the **'Personalized Health and Care 2020'** strategy



5 times more likely that callers to NHS 111 London will have their call closed**



2 months from discussion to deployment



50% reduction in ambulance conveyance

PRODUCTS USED:

- CONTACT CENTER
- REPORTING
- INTEGRATIONS

Approach and Solution

Content Guru worked with NHS 111 London to support the development of the PRM solution, which securely integrates distinct medical and care information systems to automate decisions about the best way to route interactions. **storm** has integrated into the core data providers, allowing all incoming information to be immediately accessed in one secure, centralized digital location. Independent evaluations* to assess patient and user experience, effectiveness and economic impact on the Urgent and Emergency Care system revealed that the PRM solution vastly improved all aspects, with 80% of care plan callers being satisfied.

Patients are now rapidly directed to the most appropriate healthcare professional first time, based on their medical records (which are linked to the patient's caller line identification (CLI) and NHS number via **storm**). As Clinical Advisors are automatically fed relevant patient information upon answering a call, patient waiting times are drastically decreased, enabling more patients to rapidly access tailored medical care. NHS 111 London has gained a complete view of healthcare across the capital through **storm**'s real time and historical reporting capabilities. This ensures that unexpected symptom rises and geographical information regarding epidemics can be rapidly detected and acted upon.

The PRM solution also enables the identification of repeat callers (within the last 96 hours) and routes these patients to the same NHS 111 provider they had previously spoken to, reducing the need for repetition and ensuring a patient's conditions can be monitored. Repeat callers with developing conditions are automatically assigned a high priority status and forwarded to a Health Advisor. Special Patient Notes (SPNs) denote specific records that are created for patient with complex, long-term health issues in order to advise out-of-hours GPs and NHS 111 professionals when a patient makes contact. **storm INTEGRATE™** accesses the SPNs to allow NHS 111 call handlers to be automatically and immediately notified of any medical issues that a caller has, enabling patients with SPNs to be rapidly routed and diagnosed accordingly. **storm** also intelligently compresses SPNs to convey key medical directions to ambulances, such as resuscitation plans. This digital innovation improves patient outcomes, meeting the targets laid out in the 'Personalized Health and Care 2020' strategy.

NHS 111 London now has enhanced visibility since implementing advanced real-time and historical reporting facilities through **storm VIEW™**. **storm** dashboards allow the monitoring of call volumes and symptom frequencies through the secure passing of data across the solution, and triggers alerts if unexpected spikes are detected, enabling a proactive approach to emerging epidemics. The PRM solution also uses load balancing, whereby calls are strategically distributed to each provider equally to ensure efficient routing and lower chances of call failure. This routing system can be optimized and monitored through VIEW. **storm**'s real-time and historical reporting capabilities enable London's NHS 111 team to rapidly detect and act upon unexpected symptom rises and geographical information regarding pandemics or epidemics.

*With >2,500 London 111 callers **For over 85s with an SPN



"**storm** delivers an amazing set of capabilities, which have transformed the way NHS 111 operates in London. We're really excited to implement further capabilities through **storm** as we go forward, and the solution will be instrumental in realizing our digitalization objectives. Most importantly, however, is that we're able to substantially improve the experience of Londoners calling NHS 111 and the outcomes of our patients, ensuring that they get through to the care and support they need, when they need it, first time."

**Eileen Sutton, Head of Service Redesign & Innovation
(Integrated Urgent Care), NHS London SHA**

Contact us:

t: +44 (0)1344 852 350
e: sales@contentguru.com
w: www.contentguru.com

Visit us:

Content Guru Ltd., Radius Court,
Eastern Road, Bracknell
RG12 2UP
United Kingdom

