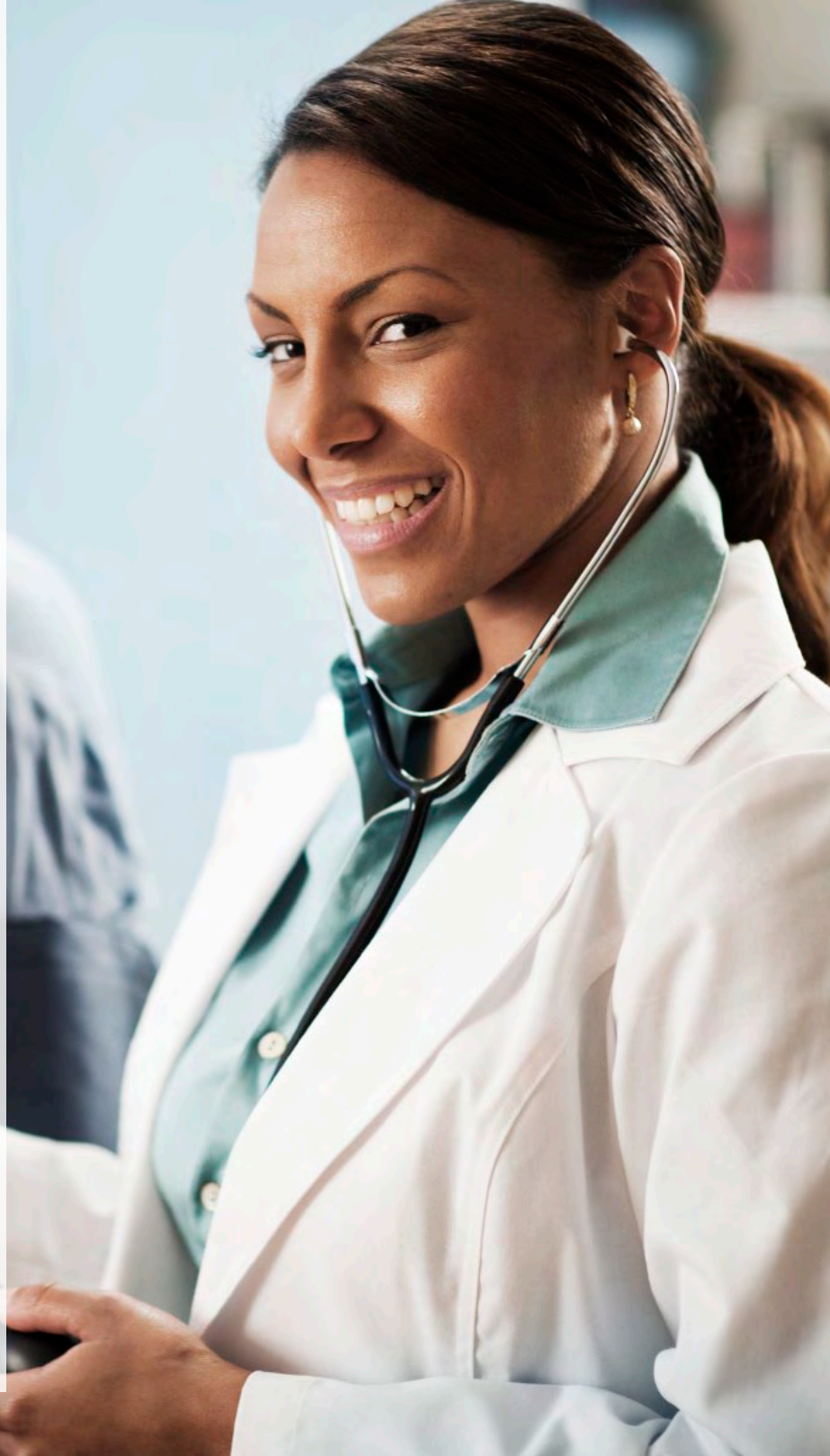


The Wetmore Road Surgery has a patient list of approximately 9200 and serves the urban area of Burton on Trent, extending up to 4 miles from the surgery into the surrounding villages.

The practice consists of five partner GPs and one salaried GP with a support staff of around 25 people, many of whom are part time. District nurses and health visitors form part of the practice team and are attached to and based at the surgery together with a Midwife and Mental Health Workers.

The Wetmore Road Surgery is also a training practice, which means that it is audited by the Deanery of Wolverhampton University every three years. Under this scheme, training is provided for recently qualified doctors who wish to specialise as a GP. The surgery also offers secondments, usually lasting three months, for student nurses as part of their training.



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# Wetmore Road Surgery

Case Study

## The Challenge

There were two main drivers which led to the need for a new telephone system. Jane Wall, the Practice Manager, explains, “Our old Meridian switch was becoming both unreliable and un-maintainable and secondly, as a training practice, in order to meet the criteria for funding from the Deanery, we needed to create three new rooms to ensure our training GPs each had their own consulting room”.

In order to find the space on the ground floor, the reception team was split, with the telephone answering and back office duties moving upstairs leaving a maximum of two receptionists on the front desk to deal with patients.

## The Solution

Jane and a colleague began to research the various options available for replacing their old switchboard. This was a process which resulted in them receiving proposals from ten companies over the course of nine months.

Jane recalled, “Some of them we could reject straight away. We finally invited four companies to make presentations to us so that we could ensure that they were all quoting like for like”. And Jane continued, “A key thing for us, where Excell really came way above everybody else, was their customer service ethos. What I liked about Excell was that their sales rep quickly understood that it was going to be a long process and that the Doctors were not going to make a quick decision – and he just let us go at our pace, keeping in touch with us on an appropriate basis”.

Excell’s approach is that irrespective of customer size, all customers are important and therefore given as much hand holding and support as needed both pre and post sales.

“I think they realised that it is not all about the sale,” enthused Jane, “It is how it is implemented. With Excell there was continuity from the sales person to the engineers, to their coordinator. You are not left hanging; I actually felt that I was important to them”.

Jane chose the Avaya IP Office system, as the solution which best suited the needs of the practice.

“We fired questions at Excell and discussed how the Avaya IP Office system could be configured to give us the functionality we required – and to be fair there wasn’t anything we wanted that it couldn’t do.”

Wetmore Road Surgery is a very busy practice providing a number of different services, and therefore makes use of a wide range of outgoing information messages. Of particular interest to the surgery was the ease with which outgoing messages could be recorded and pre-programmed, removing the need for personnel to remember to manually change messages.

The call logging facility provided by the Avaya IP office system has enabled the surgery to organise staffing levels to better manage peaks and troughs of telephone traffic. This feature also allows the practice to allocate the costs of calls to the appropriate areas of the business.

*“They listened and assessed what we needed. A lot of the other companies we saw just came back with what they wanted to sell, but Excell really matched our needs”.*



To ensure the practice gained maximum benefit from their Avaya IP Office system, Excell offered training to all clinical and non-clinical staff so that the standard features of the system - answering, transferring and parking calls were clearly understood. In addition, Jane and one of her colleagues received further training on how to programme the system.

Excell's remote access to the switch means that any operational difficulties can be resolved economically and quickly by the Excell team, a real benefit to small organisations like the Wetmore Road Surgery, who do not have dedicated IT personnel.

Thinking back over the installation process Jane recalled, "The major high spot for us was that on the day our new system was installed, we were without a telephone system for just five minutes. That is pretty good going".



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## System Features

1. ISDN trunks with direct dialling in [DDI], calling line identification presentation [CLIP] and remote call forwarding [RCF] as standard. DDI numbers enable outside callers to get hold of Jane and other selected staff directly freeing up call handling time on reception
2. Operator handsets with add-on modules to see the extension status of key users
3. Mid-range digital display handsets with dynamic LCD displays
4. Call pick-up groups with call pick-up keys programmed on Avaya handsets
5. Automatically divert incoming calls at 6pm to either voicemail or divert directly to the out of hours service. Manual option to put all calls onto voicemail on training days
6. The ability to monitor calls to assist with training and important calls where assistance may be required
7. A four port voicemail and auto attendant system with the option for one touch call recording
8. Auto Attendant with the ability for patients to dial the surgery and select the required extension number if known or enable them hold for reception
9. The ability to see the telephone number or callers' name on the handsets if programmed as a speed dial
10. Windows based programming to enable staff to make the necessary programming changes on all aspects of the system
11. Conference calls between internal and external parties
12. End user information on latest answered, outgoing and missed calls
13. Programming of Panic Alarm on Clinical and Reception desk handsets

## Benefits/Results

In Jane's view, the decision to work with Excell was down to their professional, unique and tailored approach, as she explains, "They listened and assessed what we needed. A lot of the other companies we saw just came back with what they wanted to sell, but Excell really matched our needs". "There was no pushy salesman chasing us every five minutes and it was refreshing to deal with a company who deliver what they promise from start to finish and still put the customer first".

**Improved customer service.** An unexpected benefit provided by the Avaya IP Office system, is the system's more soothing ring tone, which has helped the practice environment to feel less manic and more relaxed for both patients and staff.

Jane commented, "The installation of the new system and the splitting of the reception team has enabled us to provide a calmer environment for the patients which I hope will in turn, give the patients a much better impression of the practice".

**Total scalability.** The modular build of Avaya IP Office means that future growth in the surgeries telecommunication requirement can easily be accommodated without major capital investment.

## The Future

The new system was installed in February 2010 and has proven to be a positive business asset for the surgery. Jane reports, "It has delivered everything it promised and I have received very positive feedback from the Partners – I think they have realised that a new system was long overdue".

Looking to the future, the surgery has identified an increasing need to engage with young people in order to provide health screening and check ups. They intend to work with Excell to provide an effective text and emailing recall system which they consider to be the most effective way to contact this age group.

Jane is looking forward to working with Excell in the future and concluded "At the end of the day, I would have no hesitation whatsoever in recommending Excell to anybody".



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