

Case Study

University Hospital of South Manchester
NHS Foundation Trust



30% Reduction in DNA's & 90% of patients successfully contacted



The University Hospital of South Manchester (UHSM) NHS Foundation Trust provides services for a population of around 570,000 people. UHSM is a major acute teaching hospital providing services for adults and children at Wythenshawe Hospital and Withington Community Hospital. The Trust is recognised nationally for the quality of its teaching, research and development.

The Challenge

Delivering a standard of excellence is of paramount importance to the Trust. It is top in the North West when it comes to patient satisfaction and in a Healthcare Commission assessment it was one of only a few Trusts in the region to achieve 'excellent' ratings for both use of resources and quality of services. To maintain its reputation as a centre of excellence, the Trust recognised that it needed to reduce its DNA (Did Not Attend) rate. DNAs were a serious inefficiency at the Trust and were causing it to experience increased waiting times, reduced clinic capacity and significant financial waste.

"The difference with ERS Connect is they deliver on their promises. ERS Connect is incredibly responsive, flexible and willing to work closely with UHSM to achieve our Trust's objectives."

Anthony Edwards
Patient Access Manager
University Hospital of South Manchester
NHS Foundation Trust

The Solution

To ensure the Trust's objectives would be successfully achieved, it was decided an appointment reminder service would be implemented. The Trust selected ERS Connect as the service is highly cost-effective and has an excellent proven history of delivering DNA reductions, efficiency improvements and cost savings in a large number of Trusts. Chronos contacts patients using a blend of agent calls and automated calls. This blended approach has been proven to successfully confirm the intentions of 90% of patients. The Trust recognised this would provide them with advance warning of any appointment cancellations which would enable them to rebook those slots. This would have the knock on effect of driving down waiting times, increasing clinic capacity and maximising cost savings.

Effective Healthcare Communications

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10,000 - 15,000
rebooked appointments a year



“The Chronos service has definitely improved our outpatient clinic efficiency. It alerts us to any appointment cancellations which means we can then reallocate those slots to patients who need to be seen sooner.”

Anthony Edwards
Patient Access Manager
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Reduced DNA Rates

Prior to using Chronos the Trust's DNA rate was 11.6%. As a result of the pilot the Trust experienced a DNA reduction of around 16%. After rolling out to all outpatient specialties and then to elective admissions the Trust's DNA rate is now around 8% which is an overall DNA reduction of 30%.

Improved Efficiency Through Slot Utilisation

The driving force behind the efficiency and capacity gains the Trust has experienced was ensuring any cancelled slots were rebooked. Since using Chronos, the Trust estimates it is now rebooking between 10,000 and 15,000 slots a year. This has improved clinic efficiencies and has allowed patients to benefit from reduced waiting times.

“The feedback from patients has been excellent - they have embraced the service. I've listened to calls and the agents are professional, polite, clear and concise. Our elderly patients in particular really appreciate receiving a call from a real person.”

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