



CASE STUDY

Conisbrough Group Practice Doctor's Surgery

Conisbrough Group Practice

Caring for the patients of South West Doncaster

Redefining patient experience and improving operations with Wavenet's* GP Voice

About the Customer

Conisbrough Group Practice Doctor's Surgery is an integral part of the NHS healthcare system, serving the local community's medical needs with its team of 50 professionals. With a high volume of patient interactions daily, the practice needed to be efficient and effective to ensure quality care and timely service, but this was proving increasingly difficult to achieve.

The Challenge

The primary challenge at Conisbrough Group Practice stemmed from their outdated telephone system, which hampered the efficiency of operations and impacted patient satisfaction. It was a significant source of patient complaints, particularly concerning difficulties in booking appointments.

The existing system had restricted lines that resulted in busy signals and long wait times, causing calls to pile up. When patients got through to staff, the staff then had to sift through records to find the correct patient information, making each call time-consuming. This inefficiency led to a backlog of unanswered calls, exacerbating patient frustration, and further deteriorating the overall experience.

The practice was also burdened with a restricted five-year service contract that limited their flexibility. This was compounded by early termination fees, which hindered their ability to adopt more contemporary solutions. They sought to overcome these limitations as part of the NHS's broader initiative to modernise through the Better Purchasing Framework.

At a glance

Sector: Healthcare

Employees: 50

Solution: GP Voice

Wavenet's GP Voice has truly redefined the patient experience. There are so many great features that have increased patient satisfaction. Our staff are happier and more efficient, and the ease of generating reports has been a game-changer. Wavenet trained us so that we can manage these ourselves, empowering the team. They have been great to deal with.

Bex Cotley

Business Manager, Conisbrough Group Practice

*The initial engagement was with Daisy, acquired by Wavenet in 2024.

The Solution

To improve patient experience challenges widespread across NHS doctor surgeries in the UK, the Government invested in updating GP surgery phone systems under the Better Purchasing Framework. So, we implemented our GP Voice solution, which is a Gamma solution comprising an advanced communication system further enhanced by us, is approved under the Better Purchasing Framework, and includes no extra add-on charges. The GP Voice solution features:

- **Queued Callbacks:** Patients could choose convenient time slots for their callbacks, significantly improving their experience.
- **Integration with SystmOne:** This enabled immediate display of patient information during calls, streamlining operations.
- **Additional Functionalities:**
 - Call reporting.
 - Auto attendance.
 - 'No appointments' feature with an 'age-restricted emergency-only' message.
- **User-Friendly Design:** This empowers staff to manage and adapt system configurations independently.

The Result

Now equipped with GP Voice, the team at Conisbrough Group Practice is able to make better management decisions. They are also better equipped to consistently meet CQC standards for patient experience and service quality from a phone call perspective, through real-time performance monitoring and reporting. Benefits they have seen include:

- **Reduced Call Abandonment Rate:** The practice observed a marked decrease in the percentage of calls abandoned by patients, indicating improved responsiveness.
- **Lower Average Wait Time:** Patients' overall satisfaction has improved thanks to wait times.
- **Increased Percentage of Calls Answered Within Target Time:** The surgery consistently meets its target for answering calls promptly, reflecting a commitment to patient care.
- **Decreased Number of Unanswered Calls:** The number of incoming calls that go unanswered has significantly declined, showcasing the new system's efficacy in managing call volume.
- **Improved Patient Satisfaction Scores:** Positive feedback from patients has increased, highlighting the improved ease of communication and service quality.

- **Faster Complaint Resolution Time:** The average time taken to resolve patient complaints has improved, demonstrating the practice's proactive approach to addressing issues.
- **Comprehensive Call Volume Tracking:** The ability to monitor total call volume allows for better staffing and resource allocation during peak periods.
- Immediate access to patient records during incoming calls enables staff to resolve inquiries swiftly, enhancing efficiency and satisfaction.
- **No Extra Add-on Charges:** The training and all further support provided means they have everything they need at no additional cost, giving them peace of mind.

GP Voice has not only revolutionised how the practice manages its communication infrastructure, but it has also set a new benchmark for agility and responsiveness to NHS requirements.

This strategic enhancement ensures the practice is well-positioned for sustained success, adapting seamlessly to evolving healthcare demands and integrating new technologies like email and chat in the near future, cost-effectively. By doing so, GP Voice not only augments service quality but also empowers healthcare providers to focus on their core mission: delivering exceptional patient care with greater efficiency and impact.



It's easy to manage our team against the activity levels with the insights provided by the phone system, and we're confidently meeting CQC compliance. We love the fact that there are no additional costs for service requests or add-ons with Wavenet as we have previously known with other service providers. We are impressed with Wavenet's solution and service.

Bex Cottey

Business Manager, Conisbrough Group Practice

Ultimately, this solution positions the practice as a forward-thinking, resilient force within the healthcare landscape.

Let's talk 0333 234 0011