

## iCaSH: Centralised Call Centre - Cambridgeshire & Peterborough

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Background: The Commissioning Group for Cambridgeshire and Peterborough requested a single point of access (SPA) - centralised call taking for Cambridgeshire (Cambs) and Peterborough's (PBO) 0300 phone line for iCaSH services, merging call handling across Cambridgeshire's three sites: Lime Tree (Cambridge), Oak Tree Centre (Huntingdon) & Parkside (Wisbech) with Peterborough's Kings Chambers. This case study outlines our approach to implementing this change.

The challenge...

Clinics across Cambs and PBO had varied opening times which meant some patients were unable to access services consistently. Appointments were booked for patients based on appointment availability of their local clinic. \*The Commissioners were keen for a single point of access.

Implement a centralised call centre to increase access into service – providing patients with a choice where they would like to be seen. This gives patients an opportunity from Monday to Saturday to contact the service whereas previously they were unable to get through if their local site was closed. Increased knowledge across the sites for call handlers to provide a more robust staffing cover in situations of reduced staffing.

Deep Dive

UNDERSTANDING

THE PROBLEM



DESIGNING

THE CHANGE



IMPLEMENTING

IMPROVEMENTS

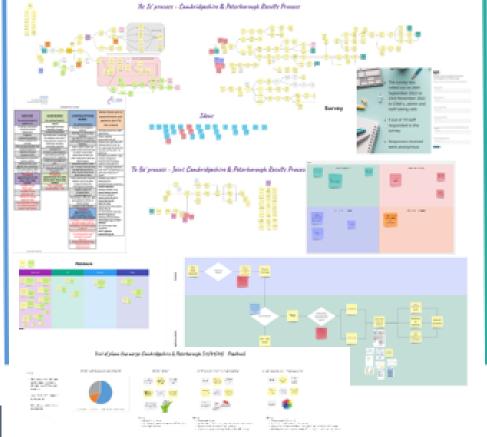
Investigation of current pathways: Process mapping the current pathways for Cambs and PBO revealed opportunities for streamlining processes for call handlers and Health Care Assistances (HCAs).

Unveiled data insights: Telephony wide project - analysed demand and capacity.

Engagement: Co-production (Friends and Family test feedback, contacts logged with the Patient Advice and Liaison Service, and online focus groups), Brainstorming exercise, workshops, surveys and Task & Finish groups.

Learning: Gathered and reviewed learning from best practice across both localities.

Staff joined workshops to share best practice and redesign processes. Brainstorming exercise and surveys was undertaken to explore and generate improvement ideas.



Innovation and support: Developed joint standardised 'Telephone Triage' guidelines, booking process and training package as well as undertaking Team Away day training event, site cross-over visits, shadowing and creating a MS Teams channel with Queries Nurse oversight to support staff with call handling across the four sites.

launched Cambs and PBO centralised call centre on 1st February 2023.

Enhanced Monitoring: Bespoke weekly phone stats reports developed from real time telephony reporting platform to better understand call flow through the 0300 number during the transition period.

Piloting the change: Test run undertaken on 25th January 2023 and survey rolled out to capture staff feedback/ideas for further improvements and address any issues prior to launching the centralised call centre. Progressed with launch following positive feedback.

For more information Contact: ccs.improvementteam@nhs.net

Telephony

January 2023



The solution...



iCaSH Telephony service wide review scheduled. LESSONS LEARNT

CONTINUOUS

IMPROVEMENT

- Sustainability for initiatives to continue impacted by staff unavailability. This varied during the project
- Cambridgeshire struggled to recruit due to temp/fixed term limited contracts
- Mpox Virus (MPV) had additional impact on capacity - service provided vaccination programme
- Country strikes i.e. postal strikes, nurse strike, teacher strike - impact on service: lack of staff, delay in patient results, posting of patient medication and online test kits
- Service initiatives were being implemented hence difficult to measure individual impacts

\*Decision made by iOPB Board to roll back on 1st June 2023 due impact of number of calls answered and change in commissioning arrangements.

Excellent communication from all sites using the teams chat. Queries answered efficiently from all sites Phones weren't so

manic

Lovely to have more cover on the phones particularly 9-10am so that the bulk of calls were dealt with to avoid repeat callers. Better for patient care as well.

> The call handlers chat was good as questions were answered promptly