

CallCare Health

Leading your patient experience



Readesmoor Medical Group Practice

Readesmoor Medical Group Practice provides comprehensive NHS Primary Care services to help patients and manage their health and wellbeing. The practice is situated in the heart of Congleton, England, and works in partnership with their community to provide their patients with high-quality accessible care in a safe, responsive, and respectful manner.

THE PROBLEM

A Life-changing Pandemic That Shifted Call Volume Expectations in the Blink of an Eye

Readesmoor initially contacted CallCare Health for extra support in the rollout of the Pfizer vaccine. Their call volumes had become impossible to manage themselves and they needed a quick solution to manage the booking of appointments for the COVID-19 vaccines with a credible trusted supplier.

THE SOLUTION

Saving the Practice with a Dedicated Team in a Matter of Days

CallCare Health were able to provide a dedicated team and be up and running instantly, seamlessly transferring Readesmoor vaccination booking calls over to the team on hand. CallCare Health managed inbound calls and worked on a first come first serve basis, booking Readesmoor's available appointment slots. This helped the practice with an outbound service that effectively prioritised the booking of elderly and vulnerable patients who needed the vaccines.

CallCare Health were also able to provide messaging in line with the practice's developing responses via SMS and recorded message updates on the booking line. This enabled the signposting and streamlining of patients. Once the appointments had started to fill up, Readesmoor were told the vaccines would not arrive in time and used CallCare to successfully move 400 patients into alternative appointment slots.

975

vaccines

Booked in
21 days

400

patients

Moved into
alternative
appointment slots

SMS

Communication

Implemented to
update patients
and confirm
appointments

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“Being able to set up a dedicated vaccination booking service has not only helped alleviate the pressure on staff, but it also provided an essential and reliable service for our patients, many of whom were understandably desperate to secure a vaccination appointment.”

Lysa Hasler - Practice Business Manager

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CallCare Ltd was founded in 1998 and is a customer experience outsourcing company that provides voice, non-voice, and back-office services. The company is committed to always putting customers first offering services that add value and make their clients lives easier and less complex.

For more information, please contact: Marketing@callcare247.com