



Registers new patients quickly, efficiently and cost-effectively without queues forming outside premises.

Need For A System

- History of NHS dentistry: Although the NHS offers a basic dental service to the public, very few dentists in recent times were prepared to accept the terms of NHS contracts and provided only private treatment, resulting in a shortage of provision for those unable to afford private treatment.
- The gap is being increasingly filled by private companies who are attracted to opening new practices in regions where NHS contracts are available. When these new practices open offering NHS care, the demand is massive and the consequence is that very long queues form outside the practice on opening day. The immense inconvenience and discomfort to prospective consumers does nothing to enhance the reputation of PCTs.

Introduction

- Pre-registration of patients before opening day to avoid spending the first few weeks of operation on registration without any actual dentistry being performed and consequently no income earned.
- Inexpensive telephone pre-registration to avoid people having to visit the practice and wait in very long queues. The system is designed to handle an unlimited number of concurrent calls to avoid stress to callers from a constant 'engaged' signal.

Solution

Characteristics

- *Speed: which is vital* due to almost overwhelming number of prospective patients.
- *Cost:* lowest possible telephone costs for both patient and practice.
- *Database:* Transfer of information left by patient onto database which creates unique bar-code identifier.
- Generation of Welcome Pack sent to patient, which confirms successful registration and details opening hours and services provided.
- Generation of patient file.

How It Works

- An advertisement is placed in the local press, and perhaps on local radio, approximately 6 weeks before the new practice opens.
- An 0800 telephone number, free to prospective patients, is published to invite new registrants. (Or if preferred an 0845 / 0871 number free to the practice).
- VoIP telephony should be adopted for ease of use and very low call costs.

How It Works

- The registrants would call the number and be guided through a simple process leaving their names and addresses. The telephone number they called from would be captured by the system, except in the rare event that 141 was dialled to bar the number being identified.
- The registrant's contact details are entered on a web-based system and at the end of the day, 2 labels are generated for each new patient address and carrying a unique bar-code.
- The first label is attached to a 'Welcome Pack' which includes information about the institution and the opening hours of the practice etc.
- The second bar-coded label is attached to a medical questionnaire which is included in the Welcome Pack and which the patient is invited to return.
- Completed questionnaires, when received back, are scanned into the patient's record at the pre-registration office, and eventually exported to medical management software.

Performance In Live Situation – Case Study

Here is summarized the real life experience when a new dental practice opened earlier this year.

- Within 24 hours of the publication of a newspaper advertisement 1020 calls were

Case Study

- received from registrants, equivalent to 17 hours of consecutive messages. At peak time, mid-morning, an average of 15 concurrent calls were being handled. About 30% of calls were to register couples. Obviously the number of received calls diminished daily after the initial surge, with a total of around 2000 registered for the new practice in the first week.
- All patients were able to register with their first telephone call, and there were no queues outside the practice.
- All new patient records were uploaded comfortably prior to opening day so that the practice could take appointments and concentrate on performing actual dentistry from day one without being bogged down in administration.

Requirements

- If the system is run by Le-Tech on behalf of the client then no investment in hardware is required to be made by the client.
- If run by the client, then the following equipment will be needed:
 - Label Printer
 - Barcode Scanner
 - Page Scanner
 - Internet connected, voice-enabled terminal with browser.

Features & Benefits

Features	Benefits
Registration in advance of opening	Dentists active from day one of operation with immediate revenue for practice.
Register by telephone	No inconvenience or discomfort from waiting in long queue.
Unlimited concurrent calls can be handled	No frustration or stress with busy signal on phoning to register.
Welcome Pack provided	Provides patient with confirmation of registration and practice information such as opening hours/services.
Patient file	Generates automatically a patient file into which medical questionnaire can be scanned.
0800 code and VoIP for registration	Calls free to patients and very low cost to the practices.
0845 or 0871 code	Call cost borne by patient, but free to practices.