

Haxby Group Case Study

Tasking technology with
increasing efficiency

SUMMARY

Haxby Group, a leading provider of community-based healthcare managing 11 GP surgeries across York and Hull is the first in the UK to take full advantage of the Klinik Access solution. Haxby Group's main objective was to increase efficiency through a digital-first approach across all its communications. A secondary objective was to be more targeted in its care offering by gaining a deeper insight into Haxby Group's patient demographic strategizing its workforce accordingly.



THE CHALLENGE

With such a large-scale operation, all areas of Haxby Group's business model need to work as effectively as possible. Unsurprisingly, GP resources make up their biggest expenditure, so there was a critical need to make savings on GP's time, with patients directed to the right person at the right time. Like the majority of UK GP surgeries, many enquiries were previously taken over the phone by the reception teams and there was often up to a two-week wait for an appointment. Some patients were unable to use technology, so freeing up phone lines for those who do need them, such as people living with dementia and families with young children, was a priority. Moreover, there were often inefficiencies in both the nature and length of appointments, due to requests being too nuanced for non-clinical reception staff to direct accurately.

OBJECTIVE DIGITAL

Digitalisation of the entire patient management system was something the Klinik model could easily facilitate. Specifically designed to direct patients to the optimal resource within primary care, Klinik offer a technology-driven intelligent solution. Transferring the process to Klinik's cutting edge medical algorithm to create the ideal triage system offered both effective patient management and accurate data insights for future planning.

Dr Thomas Patel-Campbell, GP Partner and CCIO at Haxby Group, hoped that Klinik offered the customised solution they needed. "We had a system already in place but it didn't meet our needs and was underused," explains Dr Patel-Campbell. "Klinik being so early on in their provision, seemed to have a good structure for the UK market. What's more, their package was customisable and ready to be moulded to our business which seldom happens in primary care."



"Klinik's package was entirely customisable and ready to be moulded to our business which seldom happens in primary care."

Dr Thomas Patel-Campbell
Haxby Group

A STRATEGIC SWITCH

From the first team workshop in October 2019, to the launch just a month later, Klinik created a personal service to fit Haxby Group's needs. Starting with an on-boarding workshop, all lead staff, including health care professionals and administrative managers, were given the opportunity to take ownership of the new solution and promote it internally. Next came the introduction of a demo environment whereby staff could practice using the Klinik solution as if it were a real situation and report back with their own experience of difficulties and advantages. After thorough analysis and adaptation from these findings, a bespoke system was initialised and the demo environment converted into a genuine platform for patients and staff to feed into.

PATIENT PRAISE

After four weeks of the Klinik Access being in place within two surgeries, the response from patients was positive. Reports were that the new patient management system was “simple, time-saving and reserved appointments for those who really needed them.” The analysis workshop held with Klinik after eight weeks of the digital switch over showed that 87% of patients rated the service as good or excellent and positive feedback included, “Very easy to use, seems a very logical way of getting the right level of care that you require.”



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Patient of Haxby Group

Touch the body map at the location of your main symptom

☐ No location

Select "No location" if your condition is not limited to a particular body area.

Sex

☐ Male ☐ Female

Age

☒ Years ☐ Months

Duration of symptoms

☐ Hours ☒ Days ☐ Weeks ☐ Months

Subject MODIFY

Urgent appointment requests

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Klinik Access online system - screen shot from the patient interface

SUCCESS ON BOTH SIDES

The weekly average of online enquires had risen from 0.1% at start to 24.0% and when broken down, 62.3% of those online enquiries were clinical, with 37.7% non-clinical. These increasing statistics were welcome proof that the phone lines were already being freed up as intended and that the same patients were no longer having to call back every day to secure an appointment. Any requests taken over the phone were inputted into the Klinik interface by reception staff, creating a full data picture alongside that of online enquiries.

Furthermore, Practice GPs also noticed an immediate increase in crucial data as their patients provided more in-depth information when inputting through the Klinik System, therefore both saving them valuable time and improving the quality of the resulting consultations by allowing patients to express their concerns and expectations beforehand.



87%

of patients rated the service
as good or excellent



24%

online enquiries



38%

non clinical enquiries



62%

clinical enquiries

"It helps the doctor-patient relationship as the patient has already documented their concerns, and for urgent patients I save time during the appointment as part of the patient's history has already been collected by the Klinik system."

Dr Thomas Patel-Campbell, Haxby Group

SOLUTION & SUPPORT

With the initialisation complete, the Klinik team now focus on support; continually available to make adjustments and promptly fix any glitches that arise. This is crucial to the success of the triage solution and the increase of patient adoption. “Klinik’s high level of responsiveness is not something we often see from tech companies engaging with primary care providers.” adds Dr Patel-Campbell. Daily figures show patient uptake of the Klinik Access solution continues to rise and Haxby Group expect to roll the system out to its other nine sites in spring 2020.



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Dr Thomas Patel-Campbell
Haxby Group

FURTHER INFORMATION:

Dr Thomas Patel-Campbell and Haxby Group are available for comment, as are Klinik Healthcare Solutions in both the UK and Finland.



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