

Agile high performance healthcare organisations with BT SmartNumbers

Introduction

This document discusses the challenges faced by Information Management and Technology (IM&T): the constant need to reduce costs within a healthcare organisation and the need to improve patient service delivery. It illustrates how BT SmartNumbers provides a flexible, cost-effective and reliable approach to managing the balance.

Healthcare IM&T Challenges

Typical challenges for IM&T include:

Cost Reduction - Many healthcare organisations look to make significant financial savings by reducing infrastructure costs (typically through property rationalisation). However, changes in infrastructure invariably require new communications systems to support them. Furthermore, on a day-to-day basis, there is a need to control and reduce costs. Especially the ever-increasing costs of fixed to mobile telephony calls. And as reorganisations take place the underestimation of costs associated with managing the displacement of staff can also occur.

Improve Patient Service Delivery - The challenge to provide a consistent, measurable, call handling experience for patient access to services in an environment where staff are regularly on the move back and forth between personal, employer and partner networks several times a day.

Collaboration - The use of shared personnel spanning various departmental, PCT, COIN, and third party teams, sited at dispersed locations is difficult to achieve.

Resilience - There is an increasing need for all communications to include 'built-in' business continuity to reflect an ever-increasing number of business disruptions from flood, fire, terrorism and 'outages'. Business continuity increasingly needs to be addressed as a matter of compliance with Government looking towards BS25999 as a benchmark.

Government Initiatives - Simultaneous initiatives are sought to reduce carbon footprint and support home working in line with the 2003 Employment Act. This places additional strain on the existing IM&T telecommunications infrastructure and presents the need to collate data for audit and compliance purposes.

The overarching Healthcare IM&T challenge is to find the solutions and then secure the funding in support of the above initiatives!

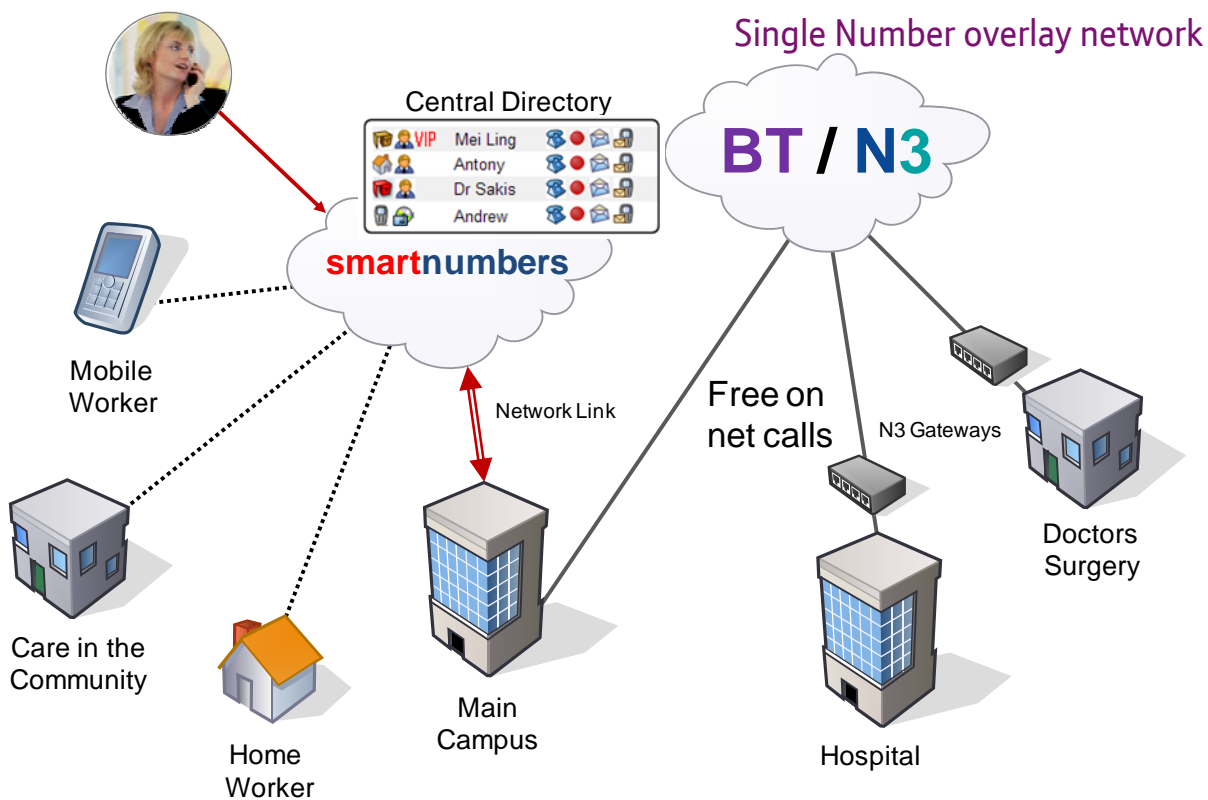


Utilising Today's Infrastructure to Deliver Convergence Benefits

Caught between the need to control call costs, limited capital budgets, long pay-back times and significant operational disruption, many IM&T teams are making slow progress towards delivering the voice infrastructure needed to effectively support their organisation's business needs and financial targets.

BT SmartNumbers delivers a service that improves contactability within the organisation, reduces fixed-to-mobile call costs and paves the way for property rationalisation and organisational reorganisation without the associated costs.

This is achieved by implementing single contact numbers for teams and individuals, sophisticated call-handling, unified messaging and other voice applications without any prerequisite need to replace the existing voice infrastructure. Users log on to the network via the phone or web and inform other users of their present location and disposition. All users have the ability to access single number directories not only within organisations but across health communities.



Cost Reduction Benefits

Calls from colleagues and the public can be routed to wherever the BT SmartNumbers user is logged on. This allows the PCT to route calls to on-net and N3 locations that previously would have gone to mobiles. Some organisations have found that up to 60% of fixed-to-mobile calls are to colleagues located on campus next to existing on-net infrastructure.

The act of retrieving messages and returning calls has a negative impact on both telephony cost and employee performance. Both will be improved by a higher number of calls being answered correctly first time. Voicemail can be retrieved from the network and delivered as an email attachment at zero cost.

Another benefit is reduced costs for moves, additions or changes (MACs) and operator support/directory maintenance. During temporary or permanent relocation, staff can carry out the update themselves by simply redirecting their calls to the new location via any telephone handset or via their personal web portal.

Shared services and team working can be set up across differing telephony networks without the need to spend money on physical connections.

BT SmartNumbers supports compliance with legislation such as the 2003 Employment Act, the Civil Contingencies Act 2004 and the new Code of Practice for Business Continuity Management BS25999. The necessity for separate projects and resource may be removed or, reduced.



Operational and Service Efficiency Benefits

BT SmartNumbers brings improved contact efficiency between staff, other agencies and the public. By dialling a single contact number, callers will be directed to wherever the member of staff is located or to a designated member of staff. This avoids unnecessary delay and the added time needed to retrieve voicemail.

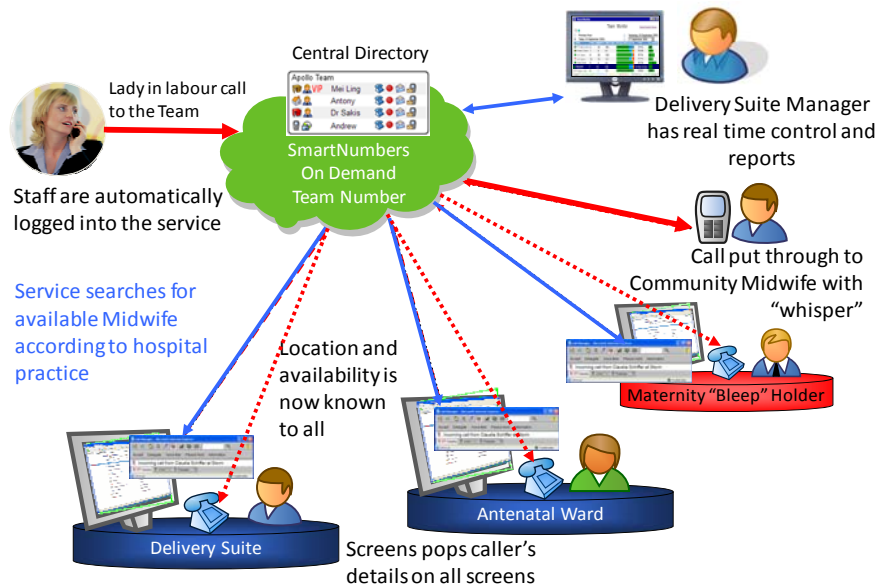
BT SmartNumbers can deliver a single consistent method of call handling and messaging for an organisation that works independently of employee location and that works over existing core network, N3, Mobile, PSTN and Private Networks. A Single Number can also be issued to virtual teams ensuring calls can be answered in a timely manner, no matter where individual team members are located. Teams can be constructed from employees working at multiple locations across different business units across a PCT, Acute Hospital or a Mental Health Trust.

Further benefits from BT SmartNumbers include:

- The ability to see the 'presence' of individuals and teams through the web will reduce the time and cost of calling unavailable people.
- Reduced down time for 'mobile' staff. Roaming users can finally be 'tracked down' and contacted in an efficient and easy-to-manage fashion.
- Home working can be promoted easily and safely – without people having to advertise their home numbers, and without incurring costs on their personal home phones.
- Increased business continuity capabilities as staff will be able to handle calls from any location if access to the building is denied.

All BT SmartNumbers services provide comprehensive management information on individual and team call-handling, for both on-net and off-net locations. This information is essential for performance management and target reporting and the implementation of 'flexible working'.

An example BT SmartNumbers application



Strategic Benefits

Communications that facilitate 'agile working' will deliver costs savings through the enablement of property rationalisation, increased flexible-working, home-working and 'hot-desking'. This can also help to reduce an organisation's carbon footprint and comply with employment legislation and the development of shared services. Communications that start to leverage investments in N3 voice infrastructure reduce costs and complexity and increase functionality. Improvements in the contactability of staff and the base lining the incoming callers experience help to improve patient experience and internal efficiencies.

Value for money

By overlaying BT SmartNumbers functionality on the existing infrastructure, health organisations will benefit from the improved service and efficiency of converged communications. This avoids the capital burden and ongoing operational costs associated with 'ripping and replacing' existing infrastructure, as well as reducing day-to-day running costs.

Which organisations can benefit from BT SmartNumbers?

The BT SmartNumbers single number service is compatible with all other BT Hosted Voice services, existing DPNSS and PSTN networks as well as hybrid networks combining traditional components as well as VoIP, N3 and Mobile.

Offices worldwide

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