

Access and Continuity transform patient service in Salford GP

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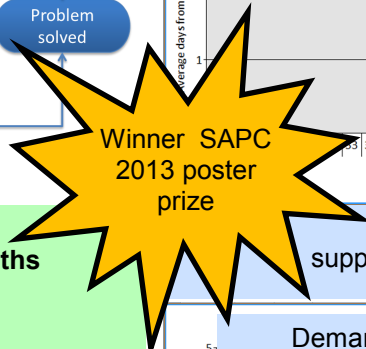
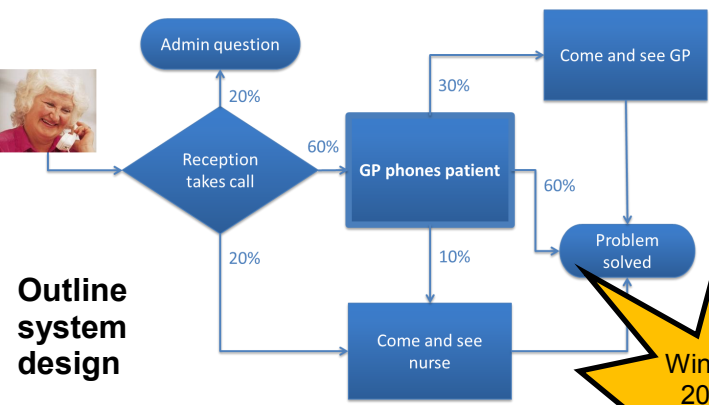
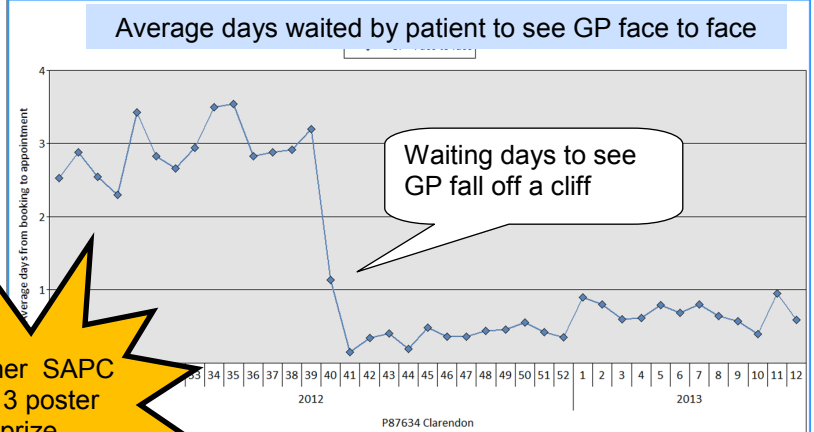
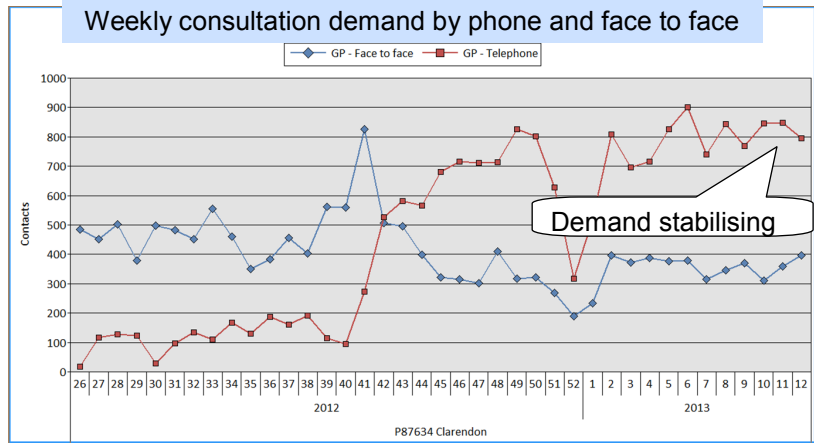
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Clarendon: 8,650 list, training practice, 3 partners, 3 salaried GPs, deprived population

Situation in summer 2012

- Rising demand, falling morale
- Mad rush on phones at 8am, all pre-books gone
- Abuse of receptionists
- Reputational issues, unhappy patients
- Frustrated and stressed doctors

Something had to change. It was the whole system. The key idea is that the GP phones all patients first.

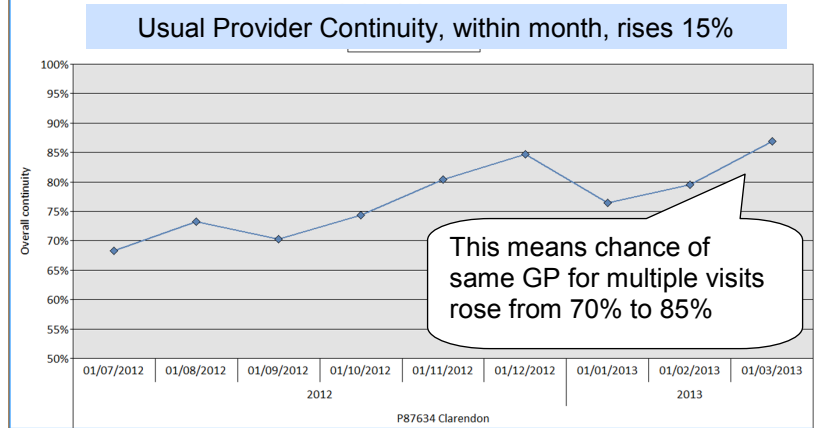
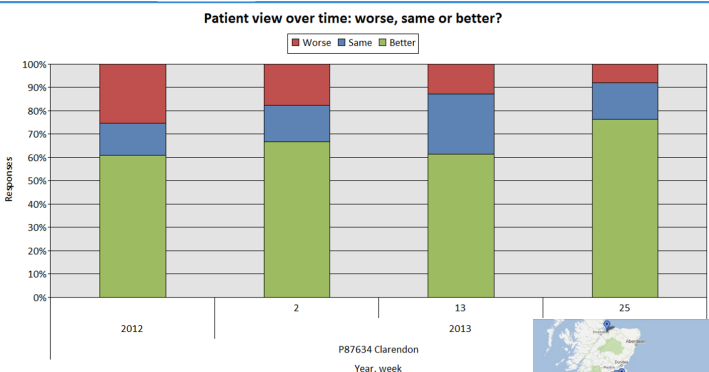
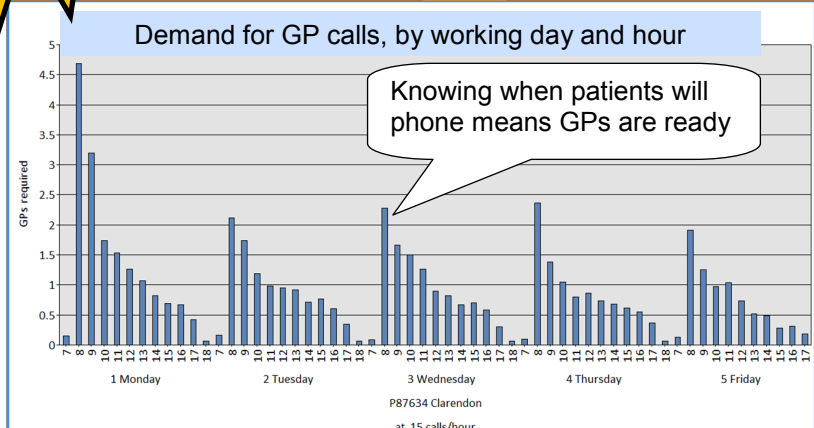


System sustained and improved over 9 months

- Usually offer choice of GP for continuity
- GP returns call in median time of 20 mins
- 90% of patients choose to see GP same day
- Morning peak is reduced, except Mondays
- GP time is saved, only 40% called in
- Now saving GP sessions

Patient satisfaction growing, 76% say new system is better vs 8% say worse, as speed and continuity rise

Achieving fast response relies on matching GP supply to predicted demand, by day and by hour, and



Around the UK, some 80 practices have invented, adopted and adapted the method



Patients - faster access. Doctors - better work. Staff - lower stress
Proven intervention to change system in practices

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