

Horizon Contact for GP Practices

Enhancing patient experience
and increasing efficiency



OPUS

 **Gamma**

Overview

In today's fast-paced healthcare environment, GP surgeries require an efficient and reliable phone system to ensure seamless communication and optimal patient care.

GP practices face various challenges that impact efficiency and patient satisfaction. Long phone queues frustrate patients who prefer automated callbacks and SMS appointment reminders. The surge of calls on Monday mornings worsens inefficiencies and missed appointments. Practices struggle to communicate via patients' preferred methods and lack systems for reporting daily interactions. Contacting patients for vaccinations and identifying them during calls are time-consuming tasks, underscoring the need for streamlined communication and management.

Horizon Contact is a cloud-based phone system that offers a comprehensive solution designed to enhance appointment management, facilitate urgent communication, improve patient interaction, boost operational efficiency, and elevate overall patient satisfaction. With advanced features such as call routing, automated reminders, and high-volume handling capabilities, Horizon Contact addresses the critical needs of modern GP practices, ensuring that both patients and healthcare providers experience streamlined and effective communication.

This guide will provide you with the knowledge and insights needed to transform your communications and unlock the full potential of Horizon Contact.



Enhancing engagement and driving exceptional patient experience

Horizon Contact is a cloud-based engagement platform that simplifies and enhances your patient communication.

Unlike most communication solutions, Horizon Contact provides an easy-to-use, self-service feature set, for small to medium businesses, at a price point they can afford.

Horizon Contact has been designed specifically to work in conjunction with Horizon and Collaborate, providing a conjoined experience and shared feature set for all users.

Offering a rich contact experience for voice, email, webchat and outbound SMS interactions, Horizon Contact is compatible with a broad range of handsets and supports WebRTC to enable the use of soft phones.

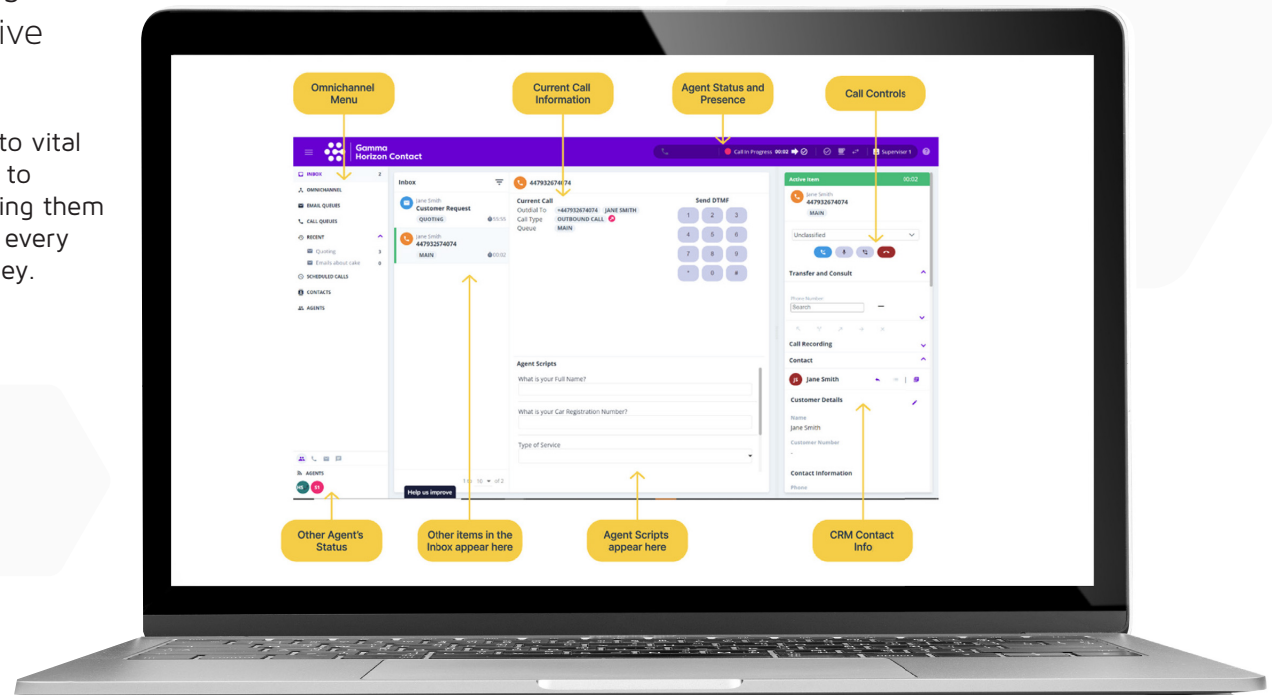
This allows users to work from anywhere on any device, with only the need to access a supported browser.



Building a better experience

Transforming patient interactions, Horizon Contact offers a comprehensive Omnichannel menu view, empowering employees with real-time status updates, detailed call information, and intuitive call controls.

Seamlessly integrated with CRM systems, staff gain access to vital patient information and personalised scripts, enabling them to navigate tasks effortlessly. With customisable prompts guiding them at every stage, staff deliver an exceptional experience with every interaction, ensuring a seamless and informed service journey.



Improved customer service

Horizon Contact provides a consistent quality Omnichannel solution. The interface gives staff a master view of patient communication across all channels, so they can ensure a seamless experience.

Horizon Contact supports inbound and outbound voice channels, web chat and email, enabling a highly personalised experience.

With easy to create complex interaction flows, dynamic skills based routing and IVR self-service options, Horizon Contact allows you to connect your patients to the most appropriate person faster, improving first contact resolution and delivering an enhanced level of care.

The shared phonebook and presence information between all staff allows team members to transfer calls with full consult functionality. All interaction history is stored within the included CRM and available to all users when connected to a recognised contact.



Advantages of Horizon Contact

Transforming patient relationships



Management Insight and Control

Horizon Contact comes complete with a comprehensive reporting tool that enables multiple reports to be created across all channels which can be viewed within the Horizon Contact portal. Reports can also be scheduled and delivered to managers as and when they need them.



Quick, secure and scalable deployment

With Horizon Contact, there are no financing costs, no major hardware to purchase and no software to roll out. Horizon Contact is scalable from 2 – 500 seats, licences can be added at any time as and when needed and are available on 30-day contracts for managing peak demand.



Access anytime, anywhere

Horizon Contact is cloud-based and as such employees can log into any device and work anytime, anywhere. Compatible with all Gamma handsets, staff can also work with just a laptop and a headset, because Horizon Contact uses WebRTC to deliver the same experience wherever your teams have internet access. Supervisors/managers get a real time view of all activity and can see wallboards tailored to their needs via a web browser. Changes can be made to an IVR within a matter of minutes, ensuring that both voice and email channels can remain live and patient queries can always be taken. Supervisors/managers are also able to continue to monitor performance and retain all reporting functionality.



CRM integration

Horizon Contact's integrated CRM solution allows you to record patient interactions by channel and combine this data with all associated outcomes within a single consolidated database. CRM integration allows the GP practice staff not only to quickly find a contact's information and contact history, but will automatically display a caller's details during an inbound call and allows staff to initiate an outbound call by using the 'click to dial' functionality directly from the CRM. Currently integration is offered with Salesforce, Microsoft Dynamics and Zendesk.



EMIS integration

Horizon Contact now integrates with EMIS, the leading patient management solution, using the Gamma Care Connect application. This can significantly speed up the time taken to identify patients when they call by opening the confirmed patient's record when they make an inbound call to the GP Practice. Gamma Care Connect also speeds up outbound calls supporting click to dial directly from the EMIS application. To use this software the practice needs to be using the EMIS Web Application.



Secure Card Payment

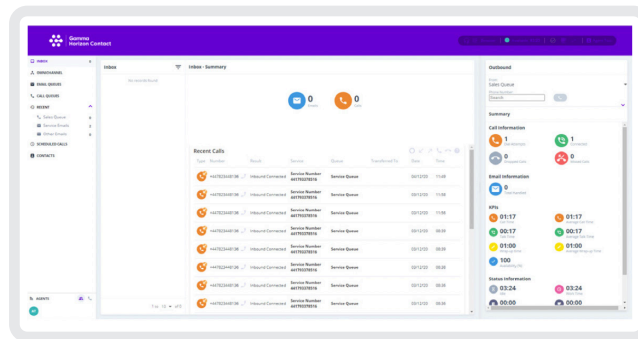
Contact Safe-Pay enables organisations to achieve PCI DSS compliance. It prevents employee exposure to payment card data by allowing secure payment requests to be sent to customers via email or SMS links.

Simple to use interface

Clear, concise and consistent

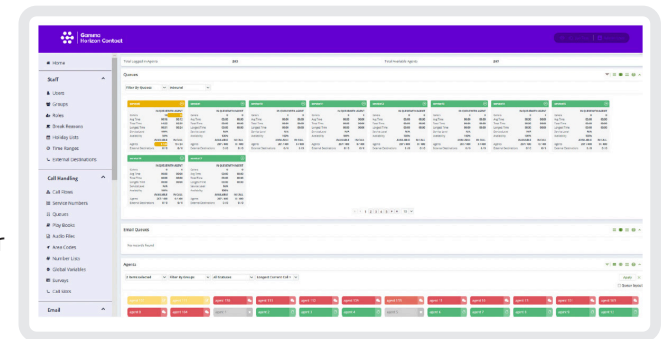
Agent Interface

Employees can view all the queues that they have been given access to view. Staff can take calls via a Horizon handset or via a softphone using the Horizon Contact portal.



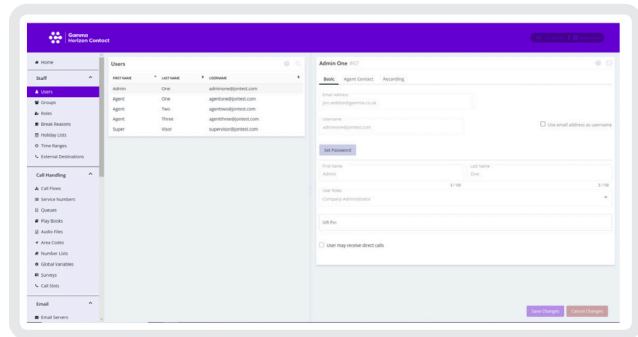
Supervisor Interface

The Supervisor user has full agent functionality but can manage all agent users. Within the Horizon Contact Portal, the Supervisor's main screen shows live data for both the queues and the agents that they manage.



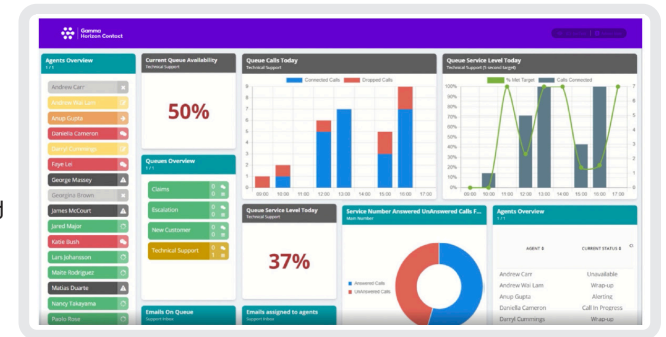
Admin Interface

Horizon Contact is managed using its own web interface, which provides information and management control to authenticated operations users. The Administrator Portal part of the interface allows users who are logged in at the Administrator level to customise their features and functionality.



Wallboard

When a staff member has classified an interaction, the classifications are logged and analysed for display via the wallboard and for inclusion in regular reports.



Smart ways of working with Omnichannel



Voice Channel

Horizon Contact provides a comprehensive set of voice features to enable staff to make and receive calls and manage the current and historical communication with patients.



Advanced Queue Management

Patient interactions can be queued and managed. Calls/emails can be prioritised into VIP queues to improve response times to urgent calls.



Call Back

We understand that patients aren't always in a position to wait in a queue to speak to a practice staff member. Horizon Contact can be configured to assess a caller's position in the queue, announce the estimated wait time and offer the caller the option of a call back if the wait time is too long. Selected time slots can also be offered to provide a more flexible call back option.



Call Recording

With Horizon Contact, you can choose if you want to record inbound, outbound or internal calls for customer service, training or audit purposes. Callers can also be provided with the choice to opt out of their calls being recorded, however practice staff can still select to record their part of the call.



Outbound SMS

Outbound SMS messages can be sent to patients as part of an interaction flow. This could be used to divert calls from members of staff or to allow staff to send an SMS when they are speaking to a customer, with a confirmation of appointment or to send a link to a website or documents for example.



Skills-based Routing

This allows you to automatically route calls to the most qualified agent, thereby improving levels of patient experience and first call resolution.



Email Channel

Horizon Contact can be connected to email servers to send and receive emails using the POP3, SMTP and IMAP protocols. This allows patients to use existing email services, such as GMail or Microsoft 365 and multiple email addresses can be configured, which can then be assigned to different queues.



Wallboards and Live Data

Wallboards can easily be constructed to show powerful live data from the minute a member of staff starts to handle a call, email or web chat. The dashboards present information relating to service numbers, queues, and live status events such as staff availability, which is fundamental for Supervisors to review performance and change the status of staff if they are no longer available.



Management Reporting

There is a comprehensive reporting tool built into Horizon Contact that enables multiple different reports to be created and viewed with the Horizon Contact Portal. Reports can be scheduled and exported either to a third-party reporting tool or to a manager's email address.



Campaign Dialler

The Campaigns feature allows you to set up and run outbound call campaigns. These could be outbound, data capture calls or outreach for feedback for example. All calls are logged as a scheduled call and can be recorded.



Webchat

Webchat is the fastest growing communication channel and using simple tools, you can embed code into your website that will connect your patients directly to GP practice staff members. Webchat conversations can be served between calls or staff can respond to multiple chat windows at the same time.



Agent vs Supervisor Matrix

With Horizon Contact, there are three types of user licences offering access to different features and analytics for call tracking and reporting.

Administrator

Administrator licences can be applied to any Horizon user. They can manage back end functionality, such as queues and interaction flow design, but cannot receive calls or manage agents.

Agent

Agents can view all the queues that they have been given access to view. They can also set their status and indicate if they are available to handle new inbound requests.

Supervisor

Supervisors can do everything an agent can do as well as manage agents.

To understand more on the features for both agent and supervisor please see the table.

Feature	Agent	Supervisor
Make / receive voice calls	•	•
Send / receive emails	•	•
Record own calls	•	•
View own statistics	•	•
View queue information	•	•
Change own availability	•	•
WebRTC or handset	•	•
See Horizon user presence	•	•
Use native CRM / knowledgebase	•	•
Offer call back	•	•
Listen in to agent		•
Coach agent		•
Take over agent call		•
See agents' stats		•
Record agent calls		•
Review agent call recordings		•
View historical reports		•

How Opus can help transform your patient communications

As an approved supplier on the NHS Better Purchasing Framework, Opus provides advanced cloud-based telephony solutions that are specifically designed to address the unique challenges faced by GP practices.

Our team of experienced professionals will guide you through the implementation process, ensuring a seamless transition to an efficient and patient-friendly communication system.

By securely connecting healthcare providers, patients, and staff, Opus enables collaboration and inclusive care. Our deep understanding of healthcare environments, combined with technical excellence and strong vendor relationships, allows us to improve patient experiences, and enhance in-house operations.

Trusted by several NHS Foundation Trusts, Opus is dedicated to digitising systems and processes in a way that benefits patients, staff, and the organisation as a whole.

Contact us today on **080 0047 3537** to discuss your requirements and arrange a free demo, and experience how our market-leading telecoms and communication solutions can make a difference for your GP practice.



Combining unrivalled expertise, a customer-centric approach,
and world-class technology to power our clients' ambitions.

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