

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The text is centered in a clean, sans-serif font.

Introducing EMMA our
new reception team
member

What we have now

- ▶ Number of calls average 870 incoming calls per week
- ▶ 272 seconds (4.5 minutes) average talk time
- ▶ Today we have 24 callers who called twice, 15 who called three times!
- ▶ Average wait time today 7 minutes (fully staffed)

Who is EMMA?

- ▶ EMMA is an Artificial Intelligence Call Answering Service
- ▶ She answers calls within three rings
- ▶ She understands normal speaking languages
- ▶ There is no button pressing involved
- ▶ https://cdn.flowcode.com/prodassets/MSK.m4a?ts=1761737863&fce_id=e19b53d2-bf37-40b9-af8a-635907968e3a

Why introduce EMMA

- ▶ Waiting Times
- ▶ Failed call back calls
- ▶ Challenges with staff recruitment
- ▶ Keeping staff: Abuse, pressure
- ▶ Examples of abuse: last week “F****ing useless” “stupid bimbos” no one should experience this!

How will it work?

- ▶ For medical requests EMMA asks questions then fills in the form that goes to the GP
- ▶ Admin requests: EMMA asks questions then fills in the form that goes to GP/Triage support team
- ▶ Prescriptions: EMMA will allow you to order with her but she also tries to encourage you to use the NHS App.
- ▶ EMMA will direct you to other services for minor illness that should not be coming to General Practice

Patient Experience

- ▶ Gives more choices of what can be done on the phone
- ▶ Providing an fair opportunity for those people unable or unwilling to use IT
- ▶ Answers in less than 4 rings
- ▶ Patients do not have to request a call back
- ▶ Has translation for 15 languages
- ▶ Fully approved by NHS England and impact assessments done at the practice level
- ▶ All data held for 30 days for service reasons (allows the PM to review any issues)
- ▶ Held within the EU under strict NHS compliance
- ▶ If EMMA cannot help you she will redirect you to a team member (there will be a wait it will not be a QUICKER OPTION)