

GROSS

'DIGITAL FIRST' IN HEALTH & SOCIAL CARE

DRIVING EFFICIENCY AND CUSTOMER SERVICE THROUGH ONLINE CHANNELS



SIX STEPS TO 'DIGITAL FIRST'

Health and social care organisations are under tremendous pressure to reduce costs while improving patient outcomes and patient experience. Organisations that adopt a 'Digital First' approach can:

- ▶ Free up much-needed funds – potentially as much as £4.4bn across the whole NHS*
- ▶ Empower patients to access information and services online
- ▶ Prevent wasted trips and appointments
- ▶ Reduce 'Did Not Attend' and readmission rates
- ▶ Enable clinicians and social care providers to make more valuable use of their time
- ▶ Meet the 2018 deadline for a paperless NHS

“ Of the 22 million follow-up appointments held every year, up to 75% could be held remotely by telephone or Skype. This would release cost efficiencies of £466 million. ”

DEPARTMENT OF HEALTH, DIGITAL FIRST – THE DELIVERY CHOICE FOR ENGLAND'S POPULATION, MARCH 2013

The message is hitting home, with 33% of NHS respondents to a 2013 GOSS and iGov survey saying they plan to shift over 25% of services to other channels in 2014. For many, that will mean enlisting expert help to ensure they reap the full benefits of that transition.

* Source: PricewaterhouseCoopers, January 2013



77%

OF SENIOR CITIZENS IN ENGLAND SAY ONLINE APPOINTMENT SCHEDULING IS IMPORTANT TO THEM.**

** Source: Telegraph.co.uk 2014

33%

OF HEALTHCARE PROVIDERS CURRENTLY OFFER ONLINE APPOINTMENT SCHEDULING.**

“ GOSS consultants were instrumental in helping us to define what the new site would do and how it could provide the best possible user experience. ”

DAVID SHAPLAND, MARKETING CONTROLLER, NHS HEALTH AND SOCIAL CARE INFORMATION CENTRE

Channel Shift Expertise Whenever You Need It

GOSS has worked with over 70 organisations across the NHS and wider public sector to bring their service delivery into the mobile, social, connected age – delivering the full benefits of Channel Shift. The key to success is a six-stage process that puts service users at the heart of the transformation.

Gain Senior Management Commitment

NHS respondents to the GOSS Channel Shift Survey¹ cite senior management buy-in as a key barrier to channel shift success. GOSS can bring your senior management together to define your organisation's Channel Shift vision and goals and gain top-down commitment to making it happen.

LEADERSHIP

1

CUSTOMER INSIGHT

2

Understand Patients' Needs

Using a mix of your own data, demographic customer service data, website analytics, focus groups and 1-2-1 interviews, GOSS can profile your service users and create a set of customer 'persona' profiles to help you ensure your Channel Shift initiatives put patients at the heart of your 'Digital First' transformation.

Know Where to Focus for Best ROI

Using our pioneering Service Analysis Tool, GOSS can analyse which interactions take place over which channels today, and calculate which services you could move to lower-cost channels like phone, SMS, email, LiveChat, social media and online self-service. We'll help you model the potential cost savings and create a business case to drive maximum Return on Investment.

CHANNEL INSIGHT

3

CHANNEL ACCESS STRATEGY

4

Take the Right Approach to Each Channel

GOSS can work with you to identify how the mix of channels needs to change, creating a strategy for each individual channel as well as for ensuring that all channels are properly aligned and appropriately integrated with the wider IT environment.

Redesign Channels with Users in Mind

Drawing on our user-centred design methodology, GOSS can work with you to upgrade, design, implement and integrate each channel. The result is the optimum mix of channels, each one professionally designed to be as easy and convenient as possible to use.

CHANNEL IMPROVEMENTS

5

PROCESS IMPROVEMENTS

6

Re-Engineer Processes for 'Digital First'

Channel Shift isn't just a case of 'doing what you do today, but doing it online'. GOSS can work with you to review your processes and see where they can be modified and improved for 'digital first' delivery. You'll operate more efficiently, while patients enjoy a smooth and consistent experience.

WHY GOSS INTERACTIVE?

GOSS technology underpins many of the UK's most customer centric to leading websites, including the Met Office, Brittany Ferries, BBC, NHS Health & Social Care Information Centre and over 70 public sector organisations. Built around the multi-award-winning GOSS iCM content management system, our customer experience management tools and consultancy services drive web strategies that deliver enhanced revenues and superior customer service.

The GOSS team of highly trained and experienced consultants lead strategic projects in the public and private sectors, helping clients to implement web, mobile and channel shift strategies that drive down costs and increase customer service.

Some of the top reasons to choose GOSS for your Channel Shift project include:

- ▶ Channel Shift specialists with extensive public sector and NHS experience
- ▶ Flexible options: we can host individual workshops or manage your whole digital first strategy
- ▶ Clear, affordable pricing with a rapid return on investment
- ▶ Many client case studies demonstrating multi-million pound savings
- ▶ Practical tools to plan your Channel Shift initiatives and track outcomes
- ▶ Reference customers across the NHS and wider public sector

NHS SURVEY



www.gossinteractive.com/nhs

NHS CASE STUDIES



www.gossinteractive.com/nhs

Find Out More

To find out more about how GOSS can help you make the most of the Channel Shift opportunity, go to www.gossinteractive.com/nhs

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