

A photograph of two women in a clinical or office setting. The woman on the left is wearing a white lab coat and glasses, and is holding a tablet. The woman on the right is wearing a light-colored button-down shirt and is looking at the tablet with a smile. The background is blurred, showing other people. The entire image has a red overlay.

OPUS™

Communication, Engagement and the Patient Experience

HEALTHCARE

Driving Digital Dialogues

Communication, collaboration and the ability to share information in healthcare is playing a critical role in how patient care is delivered. In our increasingly mobile world, it's crucial to ensure staff and patients can be reached in any channel, from any device, seamlessly, efficiently and effectively.

With new models of care evolving, there is a clear need for higher levels interoperability across healthcare settings, regardless of geographies, departments or organisations. For this ambition to be realised, healthcare's systems need to be digital so staff can be empowered to collaborate effectively to provide the best patient services.

The ultimate objective of healthcare is to provide better care and improved health outcomes for people in England. This can only be achieved with clear leadership and the best digital tools for the 1.4 million NHS staff, 1.5 million-strong social care workforce and the various groups who deliver health and care services for the public. The NHS need the digital capability to overcome the many challenges it faces to efficiently close the health and wellbeing gap, the care and quality gap, and the funding and efficiency gap.



Healthcare's Challenge To Connect

Delivering better patient experiences is not an easy task. The government's policy paper – **the future of healthcare: our vision for digital, data and technology in healthcare**, has stated that online services, basic IT and clinical tools in health and care is far behind where it needs to be.

The technology systems used across hospitals, and other healthcare organisations do not allow for effective collaboration and do not follow modern cyber security practices, placing patients, service users, carers and staff in a precarious and challenging position.

Healthcare's technology landscape is diverse, and interoperability is poor. The sector has struggled to respond to the need for better communication tools as they still largely work with a unique and complex set of technological infrastructures. Working amongst thousands of legacy systems that are no longer fit for purpose, healthcare has struggled to progress its digital agenda and drive patient care and services forward. These systems have performed in disjointed ways and are now critically ineffective due to their lack of connectivity and collaboration.

Expected to do more with less, whether due to austerity measures or pressure from the public, the healthcare sector must find ways to transform their communication infrastructure so that all those who rely on it can enjoy a better, more coherent experience –

and one that meets the raised expectations of patients based on the range of tools they use every day. But what can this mean in practice?

Stimulating A Shift In Communication

Many private sector businesses are enjoying the emerging innovations in communication technologies, which is becoming one of the most dynamic areas to enhancing the customer experience. Synergizing communication tools can radically reshape how healthcare organisations deliver public services. So how can you achieve this synergy?

Businesses are currently experiencing rapid transformation in the shape of Unified Communications (UC) technology. Proven to meet the demands of the citizen experience, UC technology should be integrated into every healthcare organisation's digital strategy. Not only is UC technology a critical differentiator for staying ahead in a digital world, it immediately releases savings for the NHS, delivers efficiencies across a wide range of areas and empowers clinical staff to work in more flexible and productive ways.

A Family of Technologies

Significantly better than a single solution, UC is an all-encompassing family of technologies that deliver new options and features for the healthcare sector to change the way they communicate and collaborate.

Unified Communications is more than a single piece of technology, it's a family of technologies, a combination of innovations that seamlessly join up across multiple devices and media types.

With UC, all types of communication channels are available from messaging to video conferencing, call control and speech recognition, as well as the integration of voicemail, email and SMS.

With Unified Communications, the way healthcare staff work can be transformed, enabling rapid business decisions, immediate responses and significantly reducing human latency. Staff can communicate efficiently no matter where they are or what kind of device they're using – desktop PC, mobile, tablet or VoIP phone.

Healthcare's IT leaders can enjoy the ability to easily manage systems at reduced cost, moving away from system complexity and allowing them to adapt to an evolving business environment. Patients' needs are met as they are able to seamlessly communicate in their preferred channels.



“We need to replace legacy architectural decisions to keep up with modern technology.”

The future of healthcare: our vision for digital, data and technology in healthcare, government policy paper, 2018

Unified Communications has the capability to make each healthcare environment an environment – from front to back office – that is dynamic, modern and that can optimise clinical business and operations and deliver excellent patient care.

Unifying Communication in Healthcare

Imagine your healthcare environment achieving a myriad of successes with only one communication ecosystem. Here are some key areas that Unified Communication tools can support you with:

Audio & Web Conference

A special suite of audio conferencing and web conferencing (screen sharing) applications that are designed to improve collaboration and information exchange between clinical staff and with patients and stakeholders.

Video Conferencing

Achieve better collaboration, use time more efficiently and improve patient interactions with HD quality video conferencing over standard IP networks.

Collaboration Tools

Enjoy seamless communication regardless of location or device with tools like visual voice mail, conferencing, desktop and application sharing. Bring together all methods of communications that works anywhere, any time, on any device.

Unified Messaging & Auto Attendant

Unified Messaging (UM) solutions simplify message retrieval and improves productivity, but allowing users to access and manage their voicemail, email and even fax messages from one synchronised message store, via the device that suits them best.

Instant Messaging and Presence

Facilitate rapid information exchange and real time decision making, improving organisational responsiveness and enhancing the customer experience. Offers colleagues a visual indication of your status and availability on a range of devices – PC, mobile or desk phone.

Gaining Efficiencies in ICT

On-premise, hybrid or cloud-based, cloud telephony systems can deliver enhanced productivity, management reporting and patient experience benefits to healthcare organisations. It requires minimal-to-no on-site equipment, eliminating the need for equipment that requires valuable time from IT staff and space in your building.

Reinventing The Patient Experience

Enhancing the patient experience isn't just another programme or initiative. It should be integral to everything healthcare does. It's progress in digital transformation depends upon an investment in Unified Communication technologies as it can accelerate greater efficiencies and promotes the collaborative communication and interoperability so urgent needed. The healthcare sector must commit to the transformative power of this unique family of communication tools to help adapt to the modern age, personalising the patient experience and streamlining clinical workflows alike.





Opus is a customer-driven and results-oriented technology company that provides end to end communications, IT and managed print services, to private and public sector organisations across the UK and beyond.

Founded in 1992, our aim is to be the most successful independent technology partner in the UK. Our purpose is to enable enterprises to succeed and thrive by providing purpose driven technology, backed by caring personalised service.



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Features of Unified Communications

Unified Collaboration

Benefit from tools that deliver seamless conversations, independent of channels and platforms.

Cloud Based Telephony

Enable users to easily communicate in any workspace using any media, device or operating system.

Microsoft Teams

Integrate existing solutions with Microsoft Teams for voice, video and contact centre solutions.

Omni-channel Contact Centre Solutions

Facilitate faster decision-making and enhanced productivity by providing solutions to view the availability of your colleagues, reduce delays and bring people together.

Mobility

Benefit from collaboration, video, voice and communication with contact centres, enjoying compatibility with multiple devices, apps and operating systems.

