



# Centralised Call Centre



**‘2005 to now...the journey so far’**

**Nicole Payne – Nurse Manager – Specialist Outpatient Services  
Linda Cuskelly – Supervisor – Centralised Call Centre**



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# Executive Planning

In response to implementation of the Q-Health Policy framework for Specialist Outpatient Services 2005

RBWH Executive support to implement the framework

New appointment system to reduce Did Not Attend (DNA) rate would require management



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# Decisions

**Centralised Call Centre to manage appointment booking processes**

**Funding from all service lines**

**Q-Master EX System from Zeacom chosen**

**Accommodation chosen**

**Staffing requirements set**



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# Logistics

- **Telecommunication system (Qmaster)– capable of high volume calls, data collection**
- **Phones / headsets**
- **Desks, chairs**
- **Computers, printers, faxes, letter folding machine**
- **Letter suite for new appointment scheduling system**
- **People!**



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# Activities

- **Manages New and Review booking processes for appointments greater than six weeks**
- **3, 4, 6, 9, 12 & 24 month appointment lists from Outpatient Scheduling Information Management system (OSIM)**
- **Call centre staff schedule pending appointments six weeks prior to appointment date**



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# More Activities...

- Offer of appointment letters generated by Call Centre staff
- Letter folding machine
- Call Centre receives appointment confirmation
- Phone, fax, email, post
- Confirmation and relevant information posted to



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# More Activities...

## Did Not Respond (DNR) to appointment offer:

- Phone call
- Did not respond appointment letter
- Entered on clinic sessions as “Did Not Respond” for clinical review



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# More activities...

## General

- Patients responding to “Did Not Attend” notifications
- General clinic inquiries
- Patient requested rescheduling and cancellations
- Queries from internal, community and other health institutions



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# Extraneous Duties

- **Tour guides**
- **Travel agents**
- **Counsellors**
- **Food and beverage consultants**
- **Time keepers**
- **Career consultants**
- **Interpreters – language, cultures**
- **Mini switch board**



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# Bumps along the way...

**Delay in appointing Supervisor resulting in:**

- Lengthy queue time wait (up to over an hour)
- High percentage of abandoned calls
- Lack of roster system – to ensure patient service delivery
- Staffing issues – sick leave, recruitment, low morale
- Accommodation
- Lack of pre-training (local and organisation)
- Lack of staff resource manuals



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# More bumps...

- Q-master EX upgraded from version 3.1 to version 4.0
- Internal communication – email or fax
- Risk management - clinical
- Outside the timeframe requests
- Overbooking allowances – template redesign



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# Overview of service

**207 clinics managed by**

**Team 1**

**Surgery &  
Internal Medicine Services**

**Team 2**

**Specialist Outpatient Services &  
Gynaecology OPD & Centre for Breast Health**



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# Has it worked?



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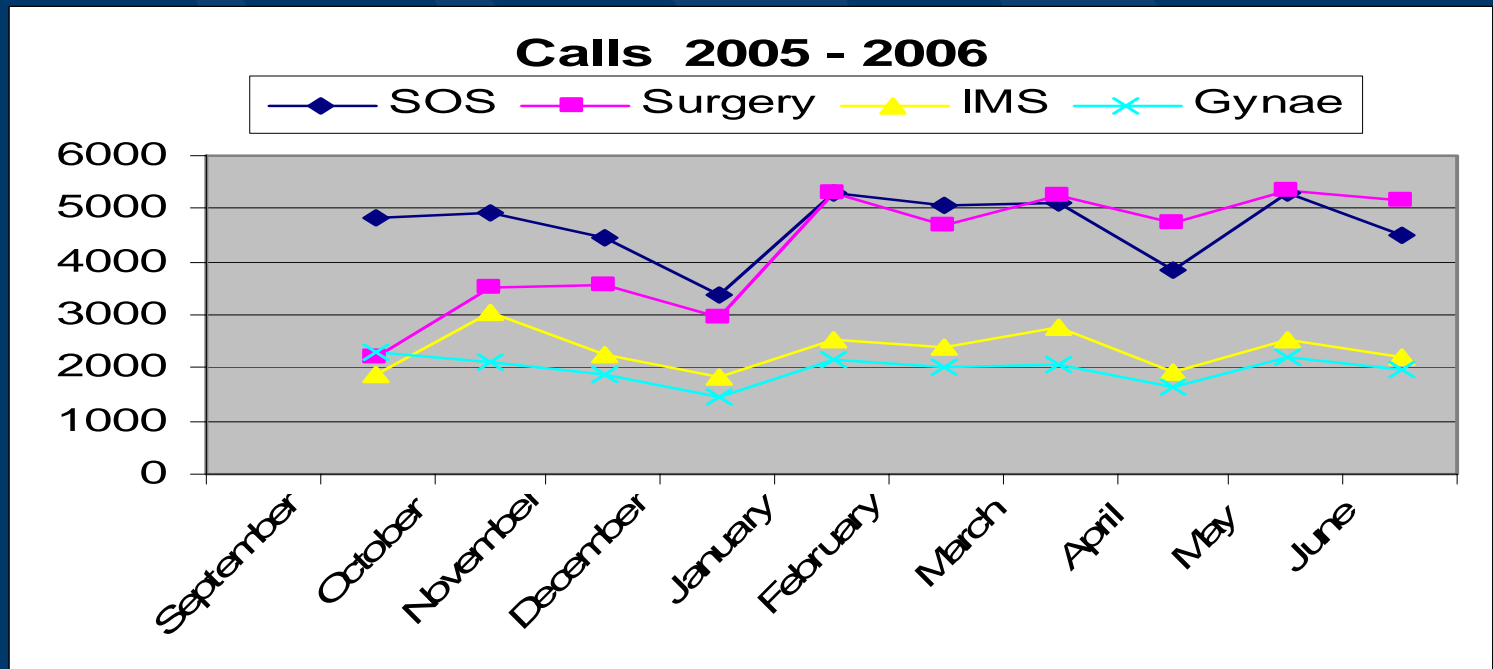
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# Achievements so far...

01.07.05 – 30.06.06

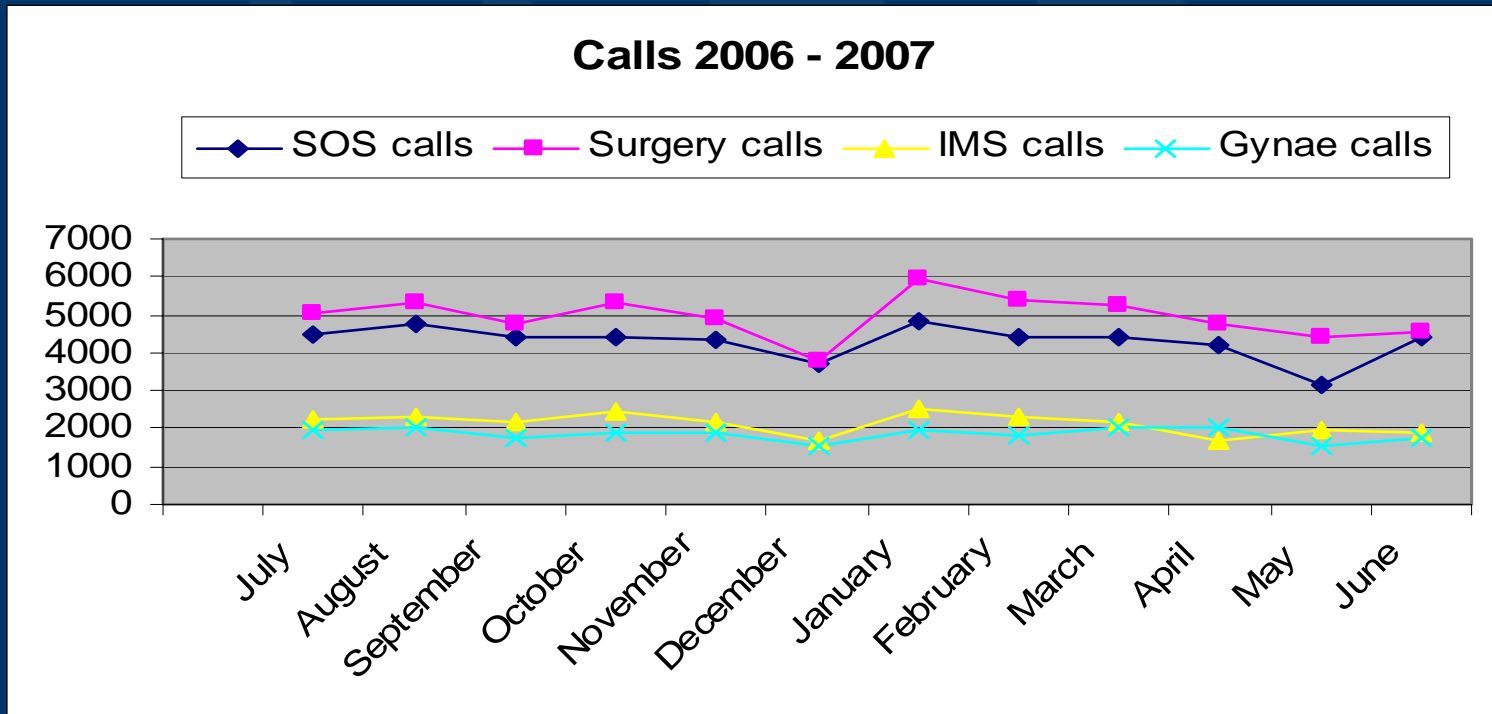
8 FTE - 132,556 phone calls



# Achievements so far...

01.07.06 – 30.06.07

8.4 FTE – 158,922 phone calls



# Our DNA Rate

## Gynaecology OPD & Centre for Breast Health

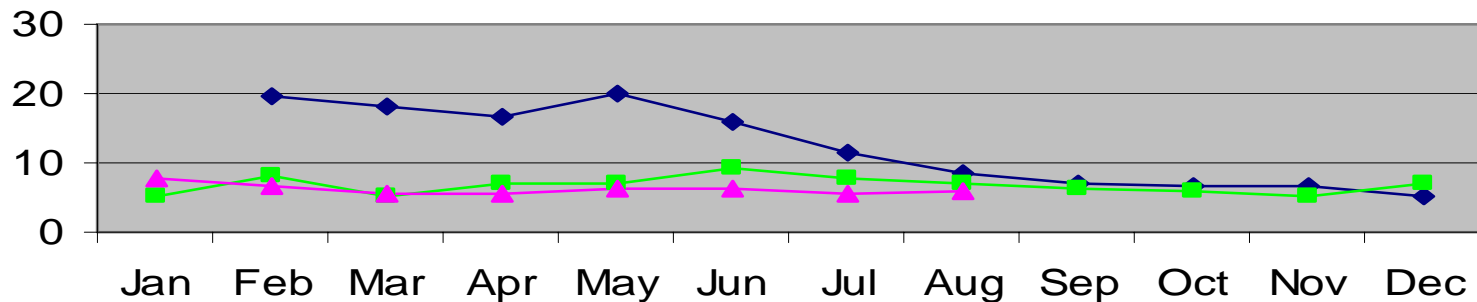
- DNA rate February 2005 – 19.8%
- DNA rate August 2007 – 6.0%

### Attendance Ratio for Gynecology Outpatient Clinic

2005 2006 2007

DNA rate February 2005 - 19.8%

DNA rate August 2007 - 6.0%



# Centralised Specialist Outpatient Services

Average DNA Rate 2004 - **16%**

Average DNA Rate July 2007 - **8.9%**



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# Achievements so far...

Pre July 2005 – Anecdotally **DNA 20%**

01.07.2005 – 30.06.2006

**147,317 Total Patients Seen**

**16,652 DNA (11.3%)**

01.07.2006 – 30.06.2007

**158,882 Total Patients Seen**

**16,843 DNA (10.6%)**

11,565 More patients seen 2006- 07



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# Future plans

- Accommodation
- Extended hours
- Extend support for other clinics
- Meeting Casemix requirements



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# Any Questions?



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