Case Examples:

- **Cancer Care Follow Up**

- **Maternity Service** and **Midwifery**

CHALLENGE

In cancer care, post-treatment follow-up is an essential part of the care process, as it enables the early detection of disease recurrence.

Follow-up care typically extends over several years and involves regular clinical check-ups and tests. Traditional approaches to managing the follow-up process are labor-intensive andsusceptibletoerror,often resulting in delays and administrative backlogs.

Delays in detecting cancer recurrence or initiating treatment can pose significant risks to patient safety and compromise the overall effectiveness of care.

SOLUTION

The solution manages the entire post-treatment follow-up process end-to-end while automating all associated administrative tasks.

Examples of automated tasks include appointment invitations, referral creation, scheduling, patient reminders, and the communication of normal findings.

The automation supports individualized care pathways, allows clinical staff to concentrate on patients requiring urgent attention, and delivers a clear, real-time view of each patient's current situation.

IMPACT

95%+
of all follow-up tasks are handlad without human involvement

Patients may opt for symptom-based follow-up, with nurse appointments scheduled only when symptoms arise or results are abnormal:

3500+
nurse appointments released annually

5x more time
for patients that require urgent specialist care.

Reducing wait time for appointments from
9 months to 1 month.

Eliminating the risk of human error: Enhancing patient safety through timely, reliable follow-up and effective patient communication.

Engaging patients in booking their follow-up appointments and allowing them to modify reservations independently: **Significant savings achieved through reduced phone contacts** and **fewer cancellations**.

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CHALLENGE

The NHS Trust Hospital's Maternity Services and Midwifery Department was overwhelmed by referral volumes. Manually processing referrals, allocating cases, and booking appointments took around 90 minutes per patient and required two teams.

Clinicians were pulled in to support administrative staff to ensure patients were seen safely and on time. At its peak, the wait between referral and booking appointment reached eight weeks, increasing patient stress.

The hospital estimated it would need 11 additional full-time staff to resolve the backlog — funding it did not have.

SOLUTION

The hospital implemented intelligent automation across key parts of the patient experience: Appointments, Maternity Community Diary (MCD), and Emergency Care.

Appointments: A rule-based system was created to automatically allocate referrals to enable quick booking of appointments.

Maternity Community Diary: The system was standardised to create better overview and enable appointments to be scheduled up to ten weeks in advance.

Emergency Care: Automation alerts clinicians when a maternity patient attends the Emergency Department, reviews 12 months of ED history, generates a safety risk summary using generative AI, and notifies the appropriate maternity team based on gestational stage.

IMPACT

Time spent on referral processing and appointment booking
cut by 80 min per patient

18000 staff hours saved per year equivalent to
£ 225,000 savings
in internal staffing costs

Avoiding £ 105,000
in external outsourcing costs

Patient appointment capacity
increased 33 %

Wait time from referral to booking appointment cut
from 8 weeks to 24 h

Improved self-service and patient experience: Self-referral portal allows patients to book appointments within 24 hours of reaching their 6-week pregnancy mark. Faster notification and greater control over treatment place and time. High-risk patients receive the treatment and experience they need.

Improved job satisfaction: Staff sickness back to normal levels, with job satisfaction increasing exponentially. Solution supporting accuracy and speed at which staff can work.

Our Values

Integrity in everything we do

Passionate about delivering positive outcomes

Open and transparent at all times

Experts that always add value

Supportive to our customers

Innovative solutions that drive measurable change

Unique engagement model and approach

Dedicated to driving success

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Customer Obsessed. Outcome Focused.

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