

Case Study

Southend University Hospital 
NHS Foundation Trust

New Membership Management Solution for Leading Foundation Trust Hospital

Background

Southend University Hospital (SUHNFT) is an NHS hospital located in Westcliff-on-Sea, Essex. It provides healthcare for around 350,000 people through a comprehensive range of acute services found at the main Prittlewell Chase site and at outlying satellite clinics across the region. In June 2006 their application to become an NHS Foundation Trust was accepted by the regulatory body, Monitor.



Since gaining foundation trust status SUHNFT have started to introduce the associated benefits into their local community and are devoted to providing hospital services that meet public and patient requirements. SUHNFT is committed to increasing engagement with their local community and improving hospital services above and beyond the foundation trust regulatory requirement.

Current Problems

SUHNFT's existing membership system required replacing for a number of reasons; primarily their previous system was developed using unsupported legacy technology and due to its age and the skill set required to maintain it, SUHNFT's IT department recognised the growing need to replace their existing system.

SUHNFT realised that in replacing their legacy system, they were being given an opportunity to install a new expanded solution which would meet all their immediate and ongoing public and patient engagement goals. Their dedication to increasing communication and engagement within their local community meant that they required a system that was able to work with them both now and into the future.

New System Requirements

SUHNFT's requirements included customer relationship management issues such as:

- Ability to track communications
- Profiling their members
- Being able to classify members by groups
- Assisting with clinical trials
- Enabling better engagement with members
- Ability to customise membership simply
- Ease of use
- Minimising impact to IT Department

Andrew Currie, IT Project Lead for SUHNFT

"The present system did not enable such levels of engagement with members. We knew we had a good source of people we could tap into but not the tools to make the most of the data we had".

New Solution

Having identified their requirements, a Customer Relationship Management (CRM) framework was the favoured route by SUHNFT. After evaluating a number of options in the marketplace SUHNFT believed Microsoft Dynamics to be the best CRM option available, both in terms of its features as well as offering the best value in regards to its pricing.

Silverbear, a Microsoft Gold Certified Partner, was recommended and introduced to SUHNFT by Microsoft to demonstrate their NHS specific Community Involvement Solution. Built on Microsoft Dynamics CRM 4.0, the Silverbear solution ensures that the adoption of new methods of communication and any interaction with users of the services is carried out via appropriate channels. This helps to ensure member satisfaction, retention and promotion of active community involvement and engagement.

Andrew Currie, IT Project Lead for SUHNFT

“Having evaluated a number of options in the market place, Dynamics offered the best value price. Being an MS product the integration with Outlook was far superior and also a familiar MS style user interface to the web application. CRM framework seemed the best option for developing a product upon, not having to develop from scratch yet have sufficient flexibility to meet our needs”

Why Silverbear?

The initial meeting between SUHNFT, Silverbear and Microsoft confirmed to the hospital that the Silverbear Community Involvement Solution was able to meet all their immediate and long term requirements.

Andrew Currie, IT Project Lead for SUHNFT

“It became apparent in our first meeting with Silverbear and Microsoft that there was a high commitment level to getting the project running. They were able to start with us as soon as we were ready. They listened to the solution we wanted and needed and did not try to force us to certain predetermined ideas.”

Integration and synergy with Microsoft Outlook was an essential factor of the selection process for SUHNFT. The Community Involvement Solution integrated seamlessly with Microsoft Office Outlook, which meant less application-switching, faster adoption by users and higher productivity. Users can look up member information, send and manage emails, offer new products and services, process membership applications, review membership activities and capture discussions – all without ever leaving Outlook.



Why Silverbear (continued)

“Southend University Hospital has had a very positive experience working with Silverbear and would have no hesitation in recommending their services to other Trusts”

David Fairweather
Membership Manager



SUHNFT’s preference for Microsoft Dynamics was supported by Silverbear’s Community Involvement Solution; being built on the Microsoft Dynamics framework, it provides users with a highly flexible core platform that can adapt, grow and scale along with their requirements.

Once the confirmation of Silverbear’s Microsoft Dynamics system had been made, the first deliverable provided by Silverbear was a “Statement of Work” that provided the blueprint of SUHNFT’s requirements such as overall objectives, specific measures, business processes and any material that aided in the identification of the core engagement processes. This document was produced as a result of a strategic workshop with the SUHNFT team and included any bespoke modules that were specifically required by the hospital, such as the ability to lookup and validate addresses by postcode. The professionalism of the Silverbear team was demonstrated throughout from initiation through to go live, their interaction and involvement was further substantiated by the high quality documentation, the combination of which underpinned the success of the implementation of the Community Involvement Solution and Microsoft Dynamics within SUHNFT .

Outcome

The Community Involvement Solution was successfully built and installed on time and to budget. SUHNFT’s requirements were met through the customised implementation of the Microsoft Dynamics CRM system, providing the Trust with a solid framework for further customisation with little impact on their IT department. Microsoft Dynamics CRM provides SUHNFT with a security model that protects data integrity and privacy and supports efficient data access and collaboration.

Andrew Currie, IT Project Lead for SUHNFT

“It became very clear early on in the project that this product was going to be easy to use. From an IT perspective it is easy to customise further and provides us with a good framework. We do not need to raise support calls for relatively minor changes.”

Immediate benefits to SUHNFT since the implementation of Silverbear’s Community Involvement are:

- System is simple and easy to use
- Provides more autonomy to the users
- Reduced impact on the IT department
- Improved internal communication between departments
- Improved efficiency of internal processes
- Increased the active engagement with their members
- Allows them to have better versatility when communicating with their members

Outcome (continued)

- Clearer understanding of their members expectations and concerns
- Able to personalise and group members
- Enhance their development and communication strategies with their members
- Ability to provide relevant information to support increased membership and increased levels of involvement with the trust
- Able to identify more with their membership community
- Improved and Enhanced security of data
- Being more pro active with their strategy based on the information they received and collated
- Provides them with a clear visualisation of their membership community
- Clearly demonstrates to their local community the value of their membership
- Huge time and cost savings through improved efficiency and automation

Future Plans

Silverbear has always engaged a partnership approach with all their clients and understand that the implementation of a system is only the beginning. As such, they offer continuous and high level of support and services to all their customers. Once the Community Involvement Solution was being used on a daily basis, SUHNFT were able to identify ways in which they could develop the system to further enhance the already excellent communication and engagement levels with their community.

Future plans are to introduce:

- Connectivity to their patient information system (PAS)
- A portal for members to sign in and engage with other members
- SMS technology
- Integration of datasets to socio-economic profile of members
- Identify new meeting locations



“One of the many benefits of using the new Microsoft Dynamics solution is that it has improved immensely the way in which we are able to engage with our membership”

David Fairweather
Membership Manager

With their partnership approach to all of their clients the successful transition from the legacy membership solution to the new Silverbear Community Involvement Solution and CRM system was due to SUHNFT’s open and clear direction and comprehensive understanding of their own requirements. This aligned with the powerful and flexible Microsoft technologies and Silverbear’s CRM implementation experience meant for a successful, fast and effective implementation and positive relationship on both sides.

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Partner

The Community Involvement Solution for NHS is part of the portfolio of solutions from Silverbear Ltd. The Community Involvement Solution assists existing and aspiring NHS foundation trusts to attain, retain and maintain their membership engagement strategy, ensuring they meet the requirements set out by the Care Quality Commission (CQC).