

Ummanu is an intelligent automation platform that delivers remote pharmacy consultations efficiently at scale. This helps to optimise pharmacist productivity, enhance the overall patient journey and deliver high-quality patient-centred care.

## Pathway

New Medicine Service

## Scenario

Remote consultations at a time chosen by the patient and delivered by pharmacists

## Background

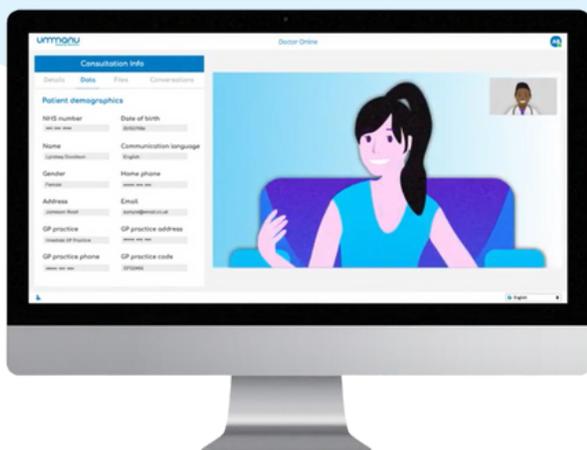
NHS community pharmacies are an accessible and convenient place for patients to receive advice and support regarding new medicines. This is designed to relieve the burden on general practice and allow GPs to concentrate on more specialist services.

Repetitive administrative tasks such as searching for contact numbers, dialling, waiting for a response, checking and redialling unanswered calls are inefficient and reduce the number of patients each pharmacist is able to help each day.

## Aspiration

To enable Pharmacy2U to grow its business by converting more eligible patients to their NMS service and delivering a higher volume of consultations per pharmacist using intelligent automation technology. By automating the consultation process with an easy scheduling system and adding a virtual waiting room, the ambition was to speed up the flow of patients through the NMS service while optimising patient experience and safety.

Offering a virtual equivalent to a face-to-face meeting with enhanced workforce processes ensures that pharmacists have a steady flow of work uninterrupted by non-clinical tasks. This eliminates several time-consuming systems and enables pharmacists to spend more time on patient care or to meet with more patients per day.



## Solution and Impact

Ummanu was implemented to enhance overall efficiencies and improve patient experience for the launch of the New Medicine Service. Over several weeks the NMS service provides pharmacist support to patients who are on long-term prescribed medicines.



The Ummanu system serves as a single platform for managing appointments, contacting patients and completing interventions. It will also be used for an upcoming range of future Pharmacy Services.

Ummanu offers patients a hassle-free experience connecting and communicating with pharmacists. It continuously takes care of time-wasting admin activities for pharmacists, so they can spend more time focusing on patients.

The solution initially sees the patient receive an email directly from the NMS provider. Here the patient is asked to give consent and using an online booking system they can select a convenient appointment from the allocated time slots. Patients then receive a reminder 24 hours before their scheduled consultation.

At the time of the appointment, Ummanu automatically dials the patient's number via its automated predictive dialler and invites the patient to wait in a Virtual Waiting Room where they are held for a few moments until the next available pharmacist is ready to meet with them.

The old time-consuming process where the pharmacist manually finds the next patient, and dials their phone number is no longer required, saving the pharmacist precious time.

While the patient waits in the Virtual Waiting Room, the pharmacist can acquaint themselves with the patient's demographics, background and medicine requirement details; enabling a more efficient and productive consultation. Once the consultation is completed, the pharmacist can close the case or easily book a follow-up for the patient.



### Key Figures

We have compared multiple key performance indicators for Pharmacy2U in the month of March 2023 (before using Ummanu) to statistics from August 2023 (after using Ummanu for a few months.)

All KPIs show a significant increase in pharmacist productivity while maintaining excellent patient experience.

## Improving Conversion Rates

Pharmacy2U saw a significant increase in the average conversion rate of invitations into consultations booked, from 8% beforehand to 29.8% with the system.

## Patient Experience

Positive user feedback and much higher conversion rates have proven that the automated communications sent through Ummanu were easy to understand and to book appointments with.

An astounding 96% of patients who rated the system after using Ummanu scored it 'good or excellent'.

Patients also gave an average NPS score of 86.7  
According to a team member at the provider:

**“an NPS like this is off the charts for a service.”**

Overall, the provider is getting more productivity out of pharmacists' allocated time and pharmacists themselves are feeling more gratified.

**“The feel-good factor has been elevated tremendously.”**

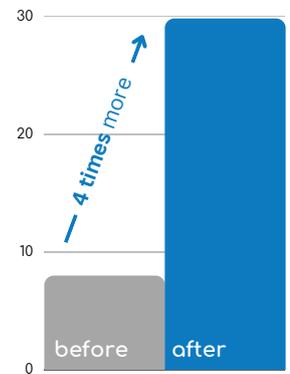
## Individual productivity

Individual productivity has risen very significantly too. Pharmacy2U pharmacists were averaging 8 consultations per hour before the system, and with Ummanu this has seen more than a 50% increase to 12.1 consultations per hour in August.

## Increasing volume & income

Prior to using the system, pharmacists were engaging in a total of 1,700-2,000 consultations a month,

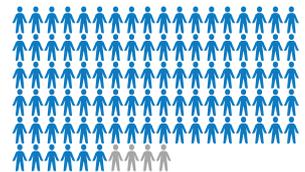
**As a result of Ummanu automation, Pharmacy2U has almost doubled its volumes, exceeding more than 3,000 completed consultations per month since June.**



Average conversion rate of invitations to booked consultations

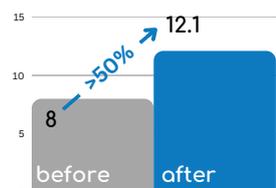
**96%**

Reported patient satisfaction

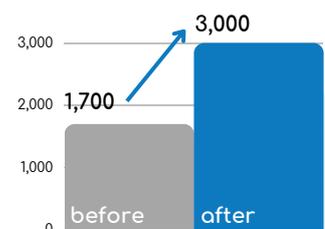


NPS Score

**86.7**



Increase in over 50% of consultations per pharmacist per hour



Increase in consultations per month with Ummanu

“Partnering with Ummanu to deliver digital pharmacy services has helped Pharmacy2U to build on our ambition to be the World leading patient-centric healthcare provider.

Both our patients and colleagues have found the Ummanu platform easy and intuitive to use and it has helped us to provide accessible, exceptional healthcare whenever & wherever they need it.

The Ummanu team are always knowledgeable and passionate about delivering the best possible patient experience and this reflected in their helping us to build a service with patient satisfaction scores of 96%.”

Andy Williams - Director of Clinical & Customer Care at Pharmacy2U



## Learnings

Like other Ummanu clients, Pharmacy2U placed great emphasis on reporting and how data is used in their daily decision-making. Some of their data reporting requirements were not covered by the system’s default reporting options.

For instance, out of 150 appointments reported on a specific day, Pharmacy2U needed to receive specific data metrics such as length of the call, call types, the person conducting the call, length of one pharmacist call compared to another, etc.

The need for additional metrics was immediately taken to the software development team at Ummanu, whose skill and hard work meant that these missing metrics were swiftly implemented as part of the solution to the client.

It has been a learning journey for both Ummanu and Pharmacy2U, but in the end, the reporting solutions were delivered promptly and both have embraced working together to implement bespoke solutions - and the unlimited possibilities it brings them.

For more information on Ummanu, visit our website or contact:

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