

# Push Doctor Case Study

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## Waterside Health Primary Care Network embracing Push Doctor digital solutions

Waterside, Devon's largest Primary Care Network, has circa 67,500 registered patients and has always been a forward-thinking organisation when it comes to patient care. As a network that embraces new ideas, Waterside HN decided to collaborate with a provider that has a strong clinical governance framework, a "Good" CQC rating, which was important to them in selecting Push Doctor as their digital services partner.

Waterside HN comprises of seven GP practices in the west of the City of Plymouth, which has a very diverse population, ranging from a large student populace to some of the most deprived areas in England.

Following an initial contract that focused on assisting PCN practices in providing after-hours and weekend appointments and due to the success of this initial period and the positive responses from patients, the practices within the Primary Care Network decided to expand their appointment types and introduce the Push Doctor digital GP services during normal business hours. This open policy allows patients to book directly with Push Doctor via a mobile app and provides patients with greater flexibility.

## Tackling workforce shortages with digital technology

It is well known that the Southwest of England, like other parts of the country, is struggling to recruit an adequate clinical workforce. As a result, Waterside HN became an early adopter of information technology, particularly cloud-based telephony, in order to find solutions to these difficulties and continue to provide a high level of care to their patient population and expand the offer of care, to better suit the patient need.

The ongoing service that we provide the PCN practices is extended hours, and the practices can additionally purchase extra Push Doctor appointment slots based on their particular demand requirements. Push Doctor technology is fully integrated with the PCN practices, and we provide a virtual GP service to their patients six days a week, with most of the work being extended hours support, on evenings and Saturdays.



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## Collaborative and flexible service

Waterside HN patients appreciate the flexibility and ease of use of Push Doctor, and once the App has been downloaded and access set-up, patients can book appointments using the App and only visit the practice when required. A Waterside HN patient comments on the service; *“The doctor was brilliant, thorough, and clear and it really didn’t feel like I was having an appointment over a video call! Brilliant service, the appointment started as soon as I entered the waiting room. Thank you.”*

Push Doctor GPs also have access to the ICE system, which connects practices directly to NHS laboratories to enable bloods to be taken. This means that our GPs can electronically request pathology and radiology results for patients, as well as order bloods, just like visiting a surgery in person, but all done electronically, freeing up appointments for patients who need to be seen in person.

## Positive patient feedback

Push Doctor has received over 90% positive patient feedback, and Waterside HN Primary Network is very satisfied with the results. Another Waterside HN patient commented on the ease of the service; *“The doctor was most helpful and clearly explained things to me. I am very satisfied with the advice given. The Push Doctor app is very easy to use and would highly recommend the service to friends and family.”*

Stephen Bates, Primary Care Network Digital & Transformation Manager for Waterside HN Primary Care Network comments; *“Push Doctor is very responsive to any concerns that may develop with the service and is very good at investigating and mitigating problems. There are regular meetings to ensure that everything is running smoothly, and most importantly, our practices and patients are incredibly satisfied with the service offered”.*



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Shelley Guney, NHS Business Development Manager at Push Doctor comments; *“It’s no secret that a digital presence in healthcare is needed to meet today’s demand levels. We’re more tech savvy than ever before, and with wearable technology, we’re more conscious of our health. This is great news for prevention, but with awareness, comes a higher-level of sensitivity to symptoms and indicators that may have previously gone unnoticed, setting a new balance in demand.”*

Shelley further states: *“as we embrace technology and make it a part of our daily lives, the NHS recognises this and has placed a strong emphasis on digital transformation to address current challenges. Push Doctor’s combined solution of clinical workforce and technology is helping to address those challenges. Our NHS partners and patients are at the heart of what we do, and we dedicate teams to partners, patients, and governance, ensuring safe and effective delivery of care.”*

