

# Access and Continuity transform patient service in Salford GP

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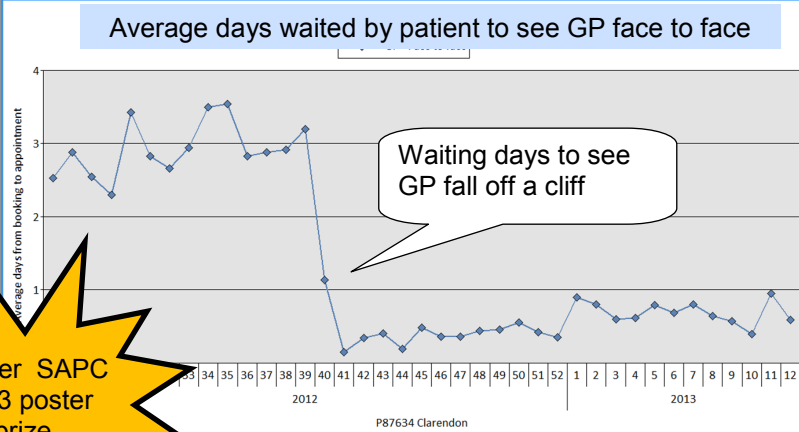
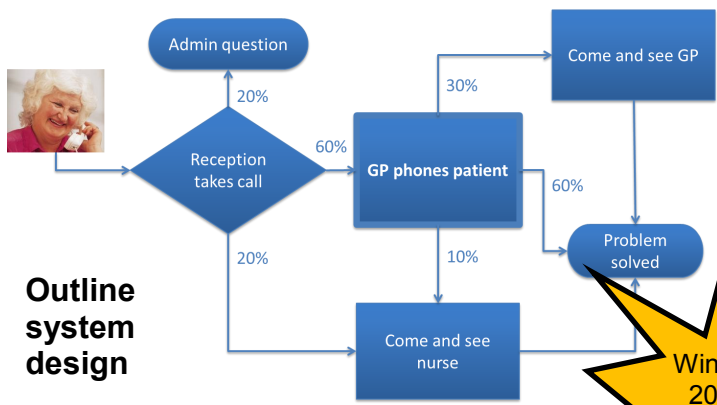
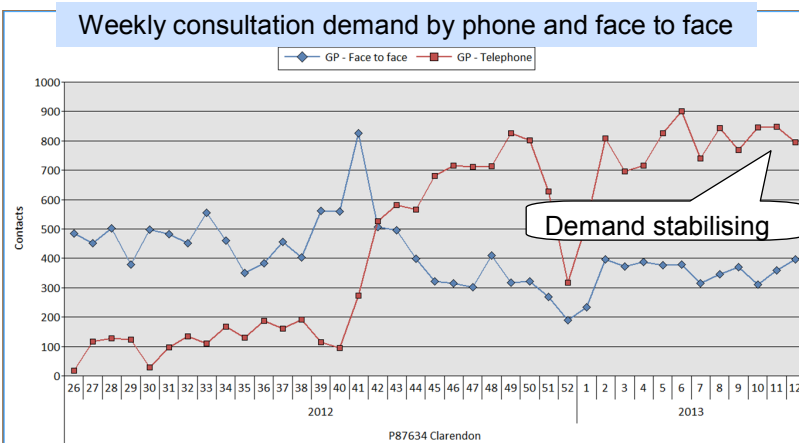
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**Clarendon: 8,650 list, training practice, 3 partners, 3 salaried GPs, deprived population**

Situation in summer 2012

- Rising demand, falling morale
- Mad rush on phones at 8am, all pre-books gone
- Abuse of receptionists
- Reputational issues, unhappy patients
- Frustrated and stressed doctors

Something had to change. It was the whole system. The key idea is that the GP phones all patients first.



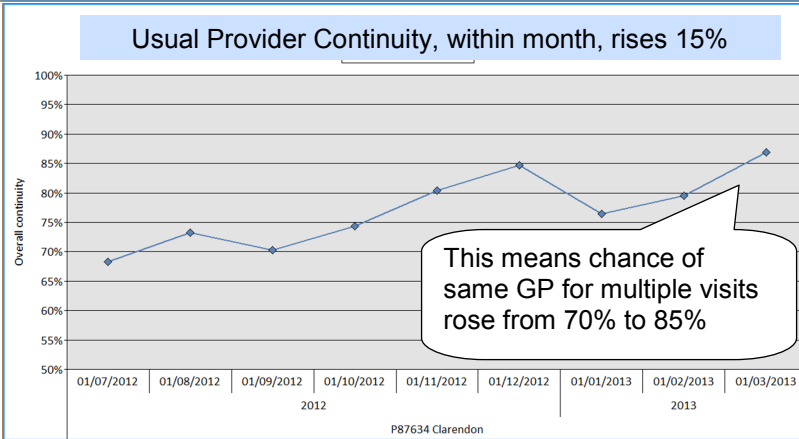
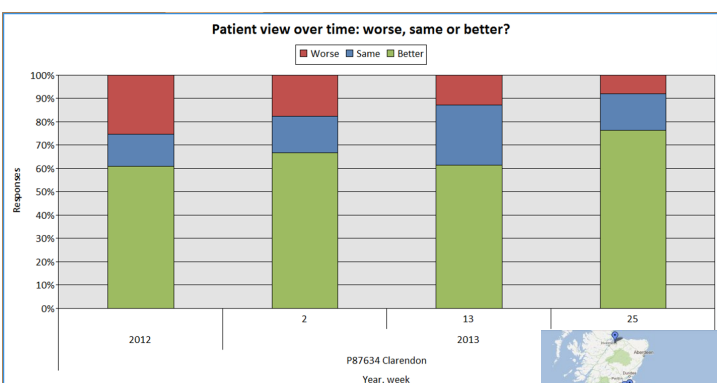
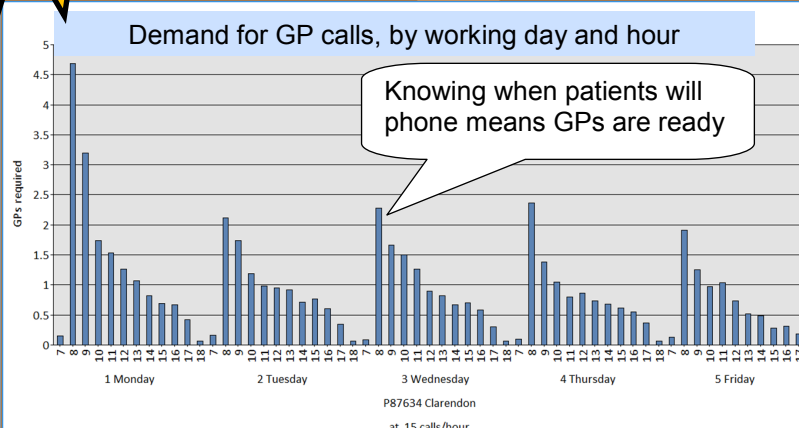
**Winner SAPC 2013 poster prize**

**System sustained and improved over 9 months**

- Usually offer choice of GP for continuity
- GP returns call in median time of 20 mins
- 90% of patients choose to see GP same day
- Morning peak is reduced, except Mondays
- GP time is saved, only 40% called in
- Now saving GP sessions

**Patient satisfaction growing, 76% say new system is better vs 8% say worse, as speed and continuity rise**

Achieving fast response relies on matching GP supply to predicted demand, by day and by hour, and



Around the UK, some 80 practices have invented, adopted and adapted the method



**Patients - faster access. Doctors - better work. Staff - lower stress**  
**Proven intervention to change system in practices**

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