



Gresleydale Healthcare Centre

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EMMA NEWSLETTER SPECIAL



HOW DOES EMMA AI BENEFIT PATIENTS?

Faster Access

Calls answered within 9 seconds without waiting in a phone queue.

Better Prioritisation

Urgent concerns can be identified and reviewed sooner.

Right care first time

Requests can be directed to the most appropriate clinician or service

WHY WE HAVE CHANGED OUR ACCESS SYSTEM

At Gresleydale Healthcare Centre, we are committed to providing safe, timely, and effective care for all our patients. Over recent years, demand for appointments has increased significantly, with more patients needing support than ever before. This has placed pressure on traditional appointment booking systems and often resulted in long waits on the telephone, frustration for patients, and challenges in ensuring people are seen by the right clinician at the right time.

Areas for Improvement from 2024-2025 NHS patient survey

COMMUNICATION AND INFORMATION

Despite overall positive feedback, communication and information dissemination were identified as areas needing attention. In 2024, 26% of respondents were satisfied with the telephone access and found it easy to contact the practice. This figure improved to 42% in 2025, but there is still room for improvement by increasing the use of digital technologies.

Gresleydale Healthcare Centre introduced EMMA AI back in February 2026 to support the requirements of the new GP contract. The new system helps improve patient access, reduce telephone waiting times and ensures the request is directed to the right person as quickly and safely as possible.

WHY HAVE WE MADE THIS CHANGE?

THE NEW SYSTEM HAS BEEN INTRODUCED TO:

- IMPROVE ACCESS TO APPOINTMENTS.
- REDUCE TELEPHONE WAITING TIMES.
- ENSURE URGENT MEDICAL NEEDS ARE IDENTIFIED MORE QUICKLY.
- MATCH PATIENTS WITH THE MOST APPROPRIATE HEALTHCARE PROFESSIONAL.
- IMPROVE PATIENT SAFETY THROUGH CONSISTENT INFORMATION GATHERING.
- ALLOW OUR CLINICAL TEAMS TO SPEND MORE TIME CARING FOR PATIENTS AND LESS TIME ON ADMINISTRATION.

Right Person, Right Care

Not every health concern requires a GP appointment. EMMA AI helps direct patients to the most suitable clinician, whether that is a GP, nurse, pharmacist, social prescriber, or another member of the healthcare team.

HOW THIS BENEFITS PATIENTS

Patients can contact us between 8:00am and 6:30pm. EMMA answers calls promptly, helping to reduce telephone queues. The information gathered supports our team to prioritise requests, identify urgent medical needs sooner and direct patients to the most appropriate clinician or service more quickly.

IF YOU CANNOT USE ONLINE SERVICES

We understand that not everyone can access or feel confident using digital services. EMMA AI has been introduced to make it easier for patients to submit requests without needing to complete lengthy forms. EMMA gathers the necessary information and sends your request to our team for review. Every request is checked by a member of our team. Patients who are unable to use online services can still telephone Gresleydale Healthcare Centre, EMMA AI and our reception team will continue to help. Our aim is to make access to care fair, inclusive and safe for all patients.

Looking Ahead

The NHS is continuing to modernise how patients access healthcare, and we believe this change will help us deliver a more responsive, efficient, and patient-centred service.

We understand that any change can take time to adjust to, and we appreciate your patience and feedback as we continue to improve our services.

This is part of our commitment to make it easier for you to access the care and support you need.

We will continue to work with our patient participation group and patients to gather feedback and improve our services

Thank you for your continued support.

Please see below data for April 2026 on how EMMA has supported our patients and patients' requests received, our staff are also here for you

EMMA worked 117 hours supporting our patients.

If your request needs a member of staff EMMA will always direct you to a member of the team. The national average for missed calls is currently 12%. Gresleydale, however, is now performing exceptionally well, sitting at 14% missed calls. This is a great improvement and reflects our continued efforts.

GRESLEYDALE HEALTHCARE CENTRE

How EMMA Handles Your Call

You call the same number as always. EMMA is the first point of contact and helps us respond faster and more efficiently.

1



You Call the Practice

Call the **same number as always** — no new number, no extra steps. EMMA answers immediately, reducing long waiting queues.

2



EMMA Greets You

EMMA introduces herself and asks how she can help. You can call about:

- Medical symptoms
- Appointment requests
- Prescriptions & test results
- Sick notes & admin requests
- Urgent concerns

3



EMMA Asks the Right Questions

EMMA asks specific questions based on your reason for calling:

- Medical Concern
- Appointment
- Admin Request

4



Request Sent to Practice Instantly

EMMA sends your request directly into the practice system — securely and in real time. The team can immediately review:

- Your request & all collected details
- Relevant clinical information

No need to call back for missing information.

5



Practice Reviews the Request

A member of the practice team reviews your request and decides:

- How urgent the issue is
- The most appropriate next step
- Whether an appointment is needed

6



You Receive a Response

The practice responds in the most appropriate way:

- Phone call
- Appointment
- Text message
- Admin completion

WHY THIS HELPS YOU

- ✓ No long phone queues
- ✓ Faster responses
- ✓ Right information for your clinician
- ✓ Urgent cases identified quickly
- ✓ Staff focused on patient care

EMMA does not replace our team. Every request is reviewed by a human member of the practice team, who decides the best way to support you. EMMA simply helps collect information and ensures your request reaches us efficiently.

Gresleydale Healthcare Centre - Powered by EMMA - QuantumLoop AI



EMMA AI

Helping Our Patients

Your AI Assistant at Our GP Practice



In April 2026 EMMA AI helped with

4746

patient requests

EMMA AI is here to make things easier

It quickly answers common questions and helps with admin tasks, so our team can focus on the care you need.

What were patients asking for?

Medical appointments

1190

Forms & admin help

1468

Including: sick notes, test results and routine care.

Calls forwarded

2088

EMMA calls transferred to the surgery.

How quickly were requests handled?



Average patient wait time

94 seconds



Requests Completed

100%

How does this help you?



Quicker response time



Easy access to services



Less waiting on the phone



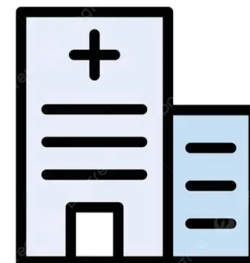
In summary, EMMA AI worked **117 hrs** supporting patient requests this month, helping our practice respond to you more quickly and efficiently.



If your request needs a member of staff, EMMA AI will always pass it on to the right person.



Gresleydale Healthcare Centre



Our staff are here for you.

Introduction of Emma AI

This is part of our commitment to making it easier for you to access the care and support you need.

In April 2026, telephone calls to the practice were recorded at...

2088

Practice Team



4746

EMMA AI

Average patient wait time



Practice Team

380.42 seconds



EMMA AI

94 seconds

Due to the implementation of EMMA AI, we were able to help and support

100%

Of your requests this month!

This provides our admin team with access to additional appointments and to send your query to where it needs to go.



We have reduced call wait times from 8am



We have made response times quicker.



We have improved missed/dropped calls by 50%



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