Fragmented Access: Using Technology To Speed Up Patient Care

8.4 million outpatient appointments missed, 16.6 million calls were made to NHS 111.

The NHS challenge

Across the NHS, patients often need to navigate more than ten different phone numbers just to chase or change appointments, follow up on referrals or get test results.

This fragmentation causes:

> Duplicated assessments and inconsistent workflows.

> Millions of admin hours lost re-entering information.

> Avoidable delays, missed appointments, and growing patient frustration.

> £1.2 billion in wasted resource every year from missed appointments alone.

The pattern is clear: the more fragmented the system, the higher the demand for reassurance and updates.

We were taking thousands of calls that didn't need to come into the control room at all. People just wanted an update, and we wanted to give that to them at pace, but also save our team time.

– Robert Brind, Senior Delivery Manager, Hampshire & Isle of Wight Constabulary

A parallel from policing

Police forces, just like the NHS, faced the challenge of fragmented communication. In Thames Valley Police and Hampshire & Isle of Wight Constabulary, citizens had to call multiple numbers to get updates on their cases.

> 50% of non-emergency calls were "failed demand" - people chasing updates that could have been automated.

> Over 163,000 calls a year that could have been self-served.

> Average wait times of 7.5 minutes and rising pressure on control rooms.

> Meeting this demand through staffing alone would have cost £8 million per year.

salesforce

Infomentum
> Making change work

The police solution

In 2023, Infomentum and Salesforce worked with the two police forces, Thames Valley Police and Hampshire and Isle of Wight Constabulary, to launch a Salesforce-powered public portal integrated with their case management system.

The new portal allowed crime victims to:

> Access real-time case updates from one secure online place.

> Receive proactive notifications via SMS and email when new information was available.

> Self-serve through a knowledge base of 300+ articles for reassurance and guidance.

This approach shifted the model **from reactive response to proactive engagement**, reducing unnecessary calls and improving satisfaction.

The NHS parallel: provel solution in new context

The NHS faces the same core challenges seen in policing.

The proven model from policing can be directly applied to patient journeys by integrating Salesforce technology with Electronic Patient Record (EPR) and booking systems. This creates a single, connected digital front door that gives patients easy access to information while reducing pressure on staff.

A connected Patient Journey Portal can:

> Consolidate all queries (appointments, referrals, results) into one digital place.

> Proactively update patients via text or email, reducing "just checking" calls.

> Enable self-service to reduce switchboard and 111 demand.

> Free up staff for direct clinical care instead of admin tasks.

Quantifying the NHS opportunity

Each time a patient uses NHS 111 Online instead of calling, **the NHS saves £67.90**.

By extending digital self-service further through a patient portal, the NHS could unlock significant additional value:

> 15–20% reduction in call volumes to booking lines, 111, and switchboards.

> £14.7 million annual saving from just a 1% shift to digital self-service.

> Fewer missed appointments and delays, thanks to proactive reminders.

> Higher satisfaction as patients feel informed and in control.

Start Small, Scale Fast

Just as the police began with one clear challenge of reducing failed demand, the NHS can start with a focused area (such as outpatient appointments or test results) and scale once the impact is proven.

Even small-scale pilots can deliver measurable savings and free up resources equivalent to hundreds of thousands of clinical interactions.

This is a proven, repeatable model for public service transformation. One that moves both police and NHS organisations closer to connected, confident citizen and patient experiences.

Potential NHS impact

15–20% fewer calls
Patients self-serve through a single digital front door; just as police forces achieved a 10% reduction in non-emergency calls in the first year.

£14.7 million savings
Every 1% shift from phone to digital channels saves millions, the same model saved £1.4M annually for the police.

66% faster response
Automated updates cut average wait times, mirroring the 66% drop in call wait times achieved by police control rooms.

31 staff equivalents saved
Streamlined workflows free up staff capacity; police operations saved the equivalent of 31 full-time roles in year one.

15% higher satisfaction
Proactive communication builds trust and confidence, matching the 15% rise in public satisfaction reported by the police.

Lessons from Policing. Innovation for Healthcare.

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