

Oswestry Hospital Employs Tensator Virtual Assistant to Greet Visitors



Redesigning the patient journey

As part of a £2.7million re-development of its busy reception area, The Robert Jones and Agnes Hunt Orthopaedic Hospital NHS Foundation Trust (RJAH) installed a Tensator Virtual Assistant in order to improve the first impression encountered by patients and visitors on arrival.

Calling on Tensator as the global leader in the management of the customer journey, RJAH sought a solution that provided an enjoyable and engaging experience for hospital visitors, as well as improved efficiency and cost savings.



The Robert Jones and Agnes Hunt Orthopaedic Hospital NHS Foundation Trust (RJAH) is a leading orthopaedic centre of excellence. A specialist hospital with a reputation for innovation, the Trust provides a comprehensive range of musculoskeletal (bone, joint and tissue) surgical, medical and rehabilitation services; locally, regionally and nationally.

The organisation is a single site hospital based in Oswestry, Shropshire, close to the border with Wales. As such, the Trust serves the people of England and Wales, as well as acting as a national healthcare provider. It also hosts some local services, which support the communities in and around Oswestry.

The hospital has nine inpatient wards including a private patient ward, ten operating theatres, as well as extensive outpatient and diagnostic facilities. Outreach clinics are held in neighbouring healthcare facilities to ensure that specialist services are provided as close to people's homes as possible.



Improving efficiency

“The Tensator Virtual Assistant is a novel way to improve messaging and communication to patients, assisting their access to the hospital. It is an innovative way to convey key messages and it complements our reception team, signage and way-finding as part of the whole new development.”

With visitor numbers increasing, the specialist orthopaedic hospital was keen to improve its reception area and patient registration process, as part of its ongoing commitment to enhance the experience of its patients and visitors. Customer feedback suggested there was occasionally frustration and confusion upon arrival at reception, so improving visitor flow and wayfinding through signage was crucial to providing a more enjoyable experience.

RJAH installed the state-of-the-art Tensator Virtual Assistant to greet and inform patients and visitors passing through its re-designed reception area. The pre-programmed assistant presents patients with scheduled audio visual messaging dependent on date and time of day, providing valuable information about facilities and appointment check-in procedures. The Virtual Assistant guides patients through the reception and registration process with information on how to use the hospital's new self check-in kiosks, with customer ambassadors also on hand to assist patients with more complex queries.

Wendy Farrington Chadd, Chief Executive of RJAH remarked: “The hospital prides itself on delivering outstanding patient care, and as such, we are always looking for effective ways to improve communications for visitors. The Tensator Virtual Assistant is a novel way to improve messaging and communication to patients, assisting their access to the hospital. It is an innovative way to convey key messages and it complements our reception team, signage and way-finding as part of the whole new development’.”

The Virtual Assistant aims to speed up patient registration and enhance visitor satisfaction. As it is programmed to display new media at any time, RJAH can ensure that visitors receive up-to-date and relevant information in an innovative way.

Seeing the benefits

“The Tensator Virtual Assistant has reduced the waiting time at reception – one of RJAH Hospital's main objectives.”

Since installing the Tensator Virtual Assistant at RJAH, and with the assistance from the hospital's League of Friends – a dedicated volunteer group who support the NHS Trust, reception staff are able to be more attentive to visitors and patients with more complex or demanding needs.

Visitors find that frequently asked questions are answered on first entering the building and thus, installation of the Tensator Virtual Assistant has reduced the waiting time at reception – one of RJAH main objectives.

Not only is the Tensator Virtual Assistant an eye-catching and innovative use of technology, but it is also available 24 hours a day, seven days a week, so visitors or patients have access to information at all times – even if a member of staff is not immediately to hand.

LONDON	NEW YORK	DUBAI	PARIS	FRANKFURT	MADRID	LISBON	WROCLAW	BOGOTA
+44 1908 684600	+1 631 666 0300	+971 4 2997228	+33 1 43 09 85 00	+49 69 3003 890-0	+34 914 904 148	+351 211 991 510	+48 71 359 3800	+57 1 646 7301