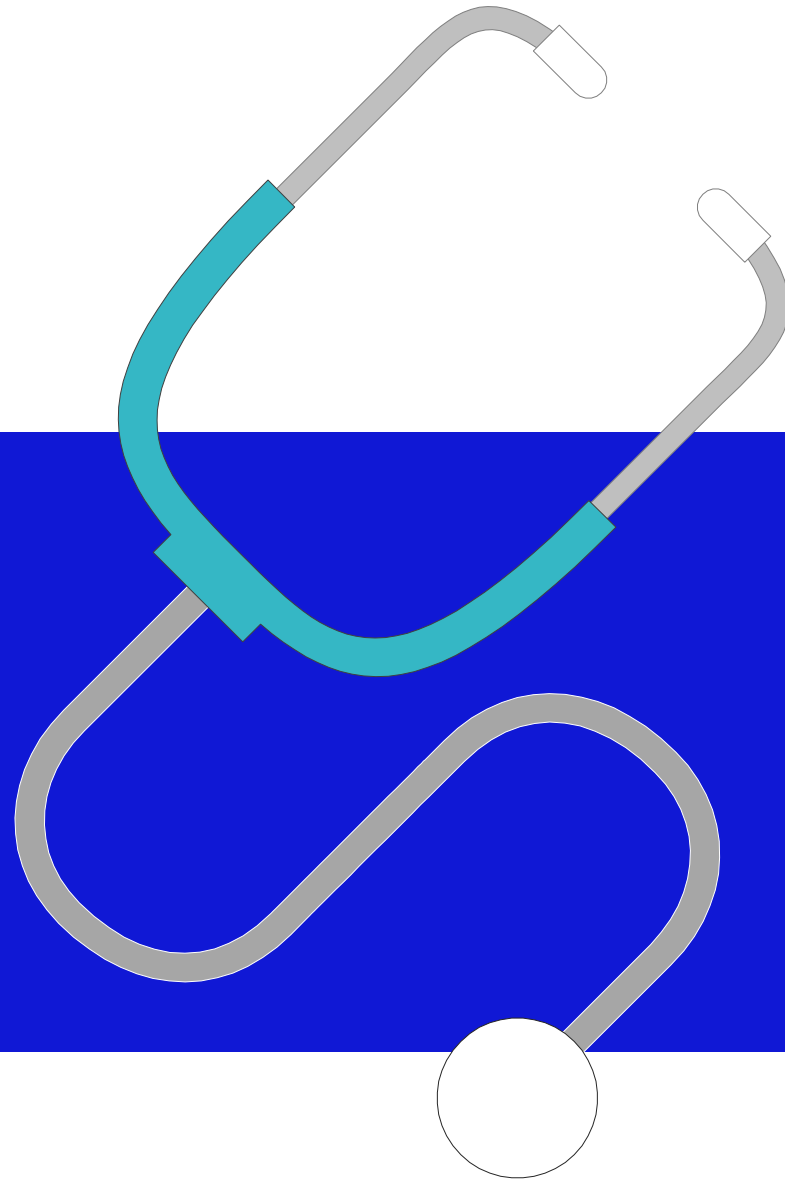




Hillcrest Dental Surgery Case Study





Hillcrest Dental Surgery

Hillcrest Dental Surgery offers a range of specialist orthodontic treatments, cosmetic and general dentistry services to NHS and private patients in the West Midlands.

As the COVID-19 pandemic emerged and the UK went into lockdown, Hillcrest Dental had to follow NHS guidelines and reduce the number of in-person appointments they were conducting. Initially they started triaging their patients over the phone, using the main practice telephone line. However they faced some difficulty where patients needed to show where they were experiencing issues, especially where their braces may have snapped.

Through NHS England and their NHS Clinical Commissioning Group, they were able to onboard Doctorlink as a video consultation solution and start using it to provide virtual consultations to their patients.



What happened when Doctorlink was implemented?

A key outcome and benefit of this, is that they have been able to reduce the amount of traffic coming into the practice. Patients who have finished their dental treatments are now able to have their 3 month and 12 month reviews virtually, where they don't need a physical exam and only need to answer a few questions. Using Doctorlink's Video Consultation, Hillcrest Dental has also been able to see more patients as it isn't necessary for them to stagger appointments as they would for physical appointments.

"It's become normal for us to do video consultation now, and patients are expecting it because it's easier for them. Parents don't have to bring in all of their kids with them for an appointment" **says Claire McDonald, Practice Manger.** "When our Treatment Coordinator consults with private patients, we like to do an initial virtual consultation with them. Around 20% request to come in for a physical appointment, but the rest are happy to have a virtual consultation."

"All of us at the practice like how easy it is to use. With Zoom you have all the extra details and codes, and this isn't like that. We only have to send a text message to our patients with a link. It's easy for us and the patients and with running a busy practice, that's what we like." **Claire McDonald, Practice Manager**



Testimonials

“Due to COVID 19, contacting GPs has been mainly through phones for everyone, making it a very time-consuming way of accessing healthcare. Online consultations offer an easy and effective alternative, enabling patients to communicate with their doctors in a stress-free manner, saving valuable time”

Dr Salima Visram, Specialist Orthodontist

“Even with COVID-19 cases starting to ease, there are still some patients who don’t like to come in for physical appointments, particularly high-risk patients that have been shielding for the last year, and video consultation allows them to access dental care services.”

Claire McDonald, Practice Manager