

# Celebrating Success: Norfolk and Norwich University Hospitals



Vodafone and Alertive's Role in Reshaping  
Emergency Care with Norfolk and Norwich  
University Hospitals NHS Foundation Trust



Vodafone customer, Norfolk and Norwich University Hospitals NHS Foundation Trust, has witnessed a significant improvement in its triaging of patients that attended its emergency services, thanks to the implementation of the Alertive advanced clinical messaging solution.

## The Challenge

Outdated communication methods in place at the Trust contributed to delays that hindered patient-care decisions and impeded patient flow. These inefficiencies highlighted the urgent need for innovative solutions and Vodafone, in partnership with the Trust, found an innovative answer, in the form of Alertive's advanced clinical communications solution.

Johnny Wells, the Trust's Emergency Department Lead Matron, said,

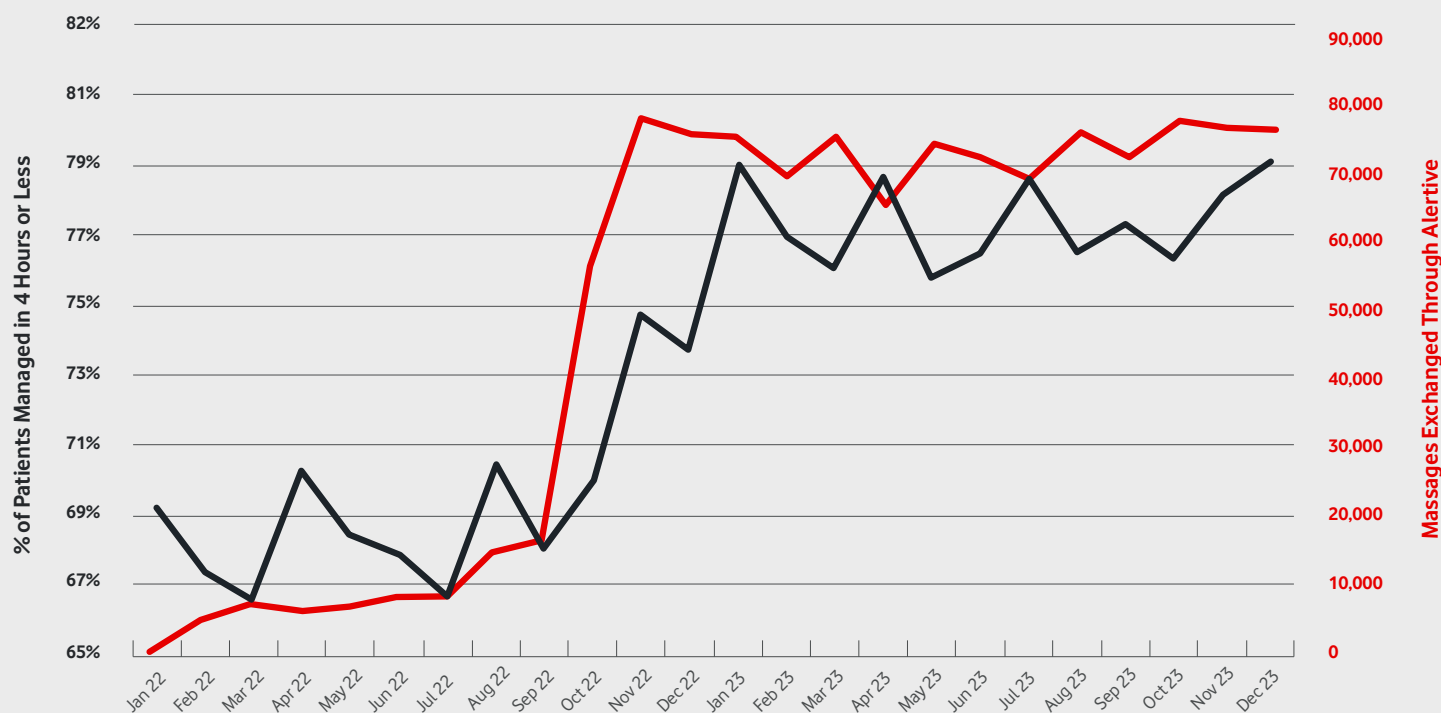
“Alertive has enabled the team to be transparent with communication by alerting, informing, and updating wider teams regarding escalation and potential problems. As most issues require a collaborative approach requiring multiple teams and individuals to be informed in real-time, Alertive solved that problem, and there was no more time wasted on the phone and invariably not being able to get through to key individuals”.



Alertive's solution has played a valuable role in increasing the Trust's operational efficiency. Its impact includes a **7.95% increase in managing patients within the four-hour target, a benchmark since 2004**. The Trust has also reported to have found the Alertive solution to have significantly reduced ambulance wait times, thanks to a more efficient patient flow coordination between the RATS, ED, and Ward teams.

**In 2023, over 1,500 more patients were triaged by the Trust per month within the target of 4 hours, compared to the previous year. This achievement underscores the collective commitment of the Trust in partnership with Vodafone and the implementation of the Alertive solution, to overcoming communication challenges and operational bottlenecks that had previously constrained critical care delivery, striving to achieve our joint purpose of reducing inequalities in access to care.**





The **graph above** demonstrates not only the impact of the Alertive solution but also the sustained improvement in the Trust's patient management within the four-hour window. Over 7,600 healthcare professionals are utilising Alertive, exchanging 77,000 messages and 4,500 alerts monthly, facilitating a level of transparency and collaboration previously unattainable.

## Key Transformations

- **Digital Referrals:**  
Transitioning to digital referrals has streamlined communications and accelerated response times.
- **Enhanced Communication Channels:**  
Facilitating quicker, more informed decision-making through real-time updates.

- **Efficient Referral Resolution:**  
Minimising delays by quickly addressing misdirected referrals and improving overall response times.
- **Optimised Patient Throughput:**  
The Alertive solution **has enhanced patient flow** within the Trust's emergency department, improving bed management and coordination.
- **Elevated Patient Care Standards:**  
Strengthened communication infrastructure has impacted decision-making processes, enriching the quality of patient experiences.



## Outcomes

The implementation of the Alertive solution marks a significant achievement for the Trust and demonstrates the need for a cohesive approach where innovative solutions like Alertive are part of a holistic strategy aimed at achieving excellence in urgent and emergency care.

Vodafone are helping to tackle key healthcare challenges with our carefully selected and growing

ecosystem of MedTech Companies. Vodafone can help customers to deploy MedTech solutions quickly and efficiently, alongside the required infrastructure and connectivity, so customers such as NNUH can unlock the benefits of digital healthcare at speed.

Find out more about Vodafone in Health below.





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