Central London Community Healthcare NHS Trust provides virtual healthcare services with BlueJeans by Verizon.
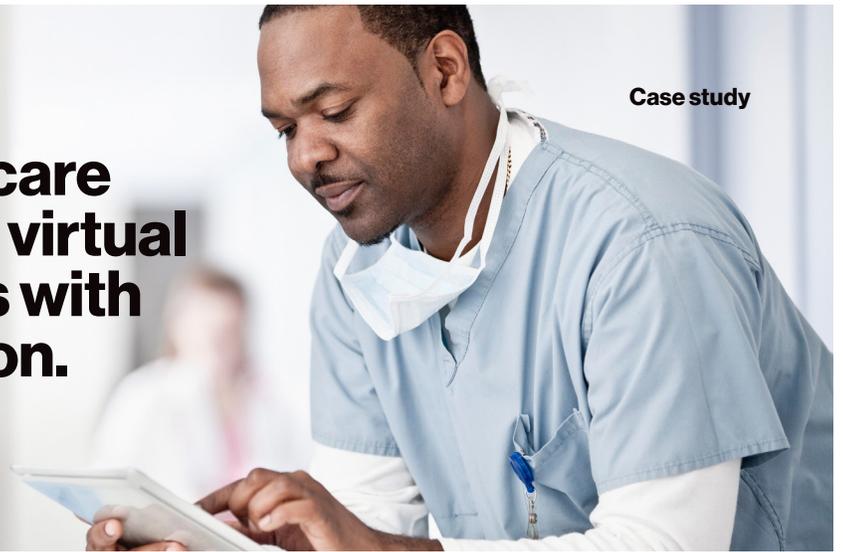
Central London Community Healthcare (CLCH) NHS Trust is a renowned community health trust in the United Kingdom, providing more than 70 community healthcare services in several London boroughs and Hertfordshire. With more than 3,500 staff members, CLCH delivers care to more than 2 million patients. Its community health programs help patients throughout their lives—from newborn care to community nursing and eldercare.

In March 2020, during the onset of the pandemic, CLCH had to quickly transform the way it delivered its community health services. These services include different rehabilitation services and therapies for post-acute care, long-term condition management services such as diabetes and Parkinson's, and walk-in urgent care for minor illnesses. To help keep patients and staff safe and facilitate continued healthcare, James Fabule, Project Manager in the IT Transformation Office of CLCH, needed to find a solution quickly that would fit with the overarching strategy of accessible patient care but that could also be deployed without additional infrastructure or considerable resource requirements.

Speedy deployment for continued care

Fabule and his team's overall goal at CLCH is to transform outdated practices and improve innovation throughout the trust. The team works as the organization's heartbeat to help the trust move away from dated and rigid ways of working to more agile and efficient processes.

During its research, CLCH realized it needed a solution that would make it easy to migrate existing workflows and integrate simply with its current infrastructure without additional projects or investment. "At that point in time, everything stood at a standstill, and people were waiting to be seen," Fabule recalls when asked about the urgency he felt.

BlueJeans by Verizon stood out due to the platform's simplicity, its ease of rapid deployment and the high level of engagement from the BlueJeans CLCH account team at every step of the process. As Fabule explains: "I think it was amazing the way

Central London Community Healthcare

Industry

Healthcare

Challenges

- Facilitating virtual community healthcare for 2 million patients in the midst of a pandemic, within a matter of weeks

Solutions

- BlueJeans Meetings to facilitate virtual one-on-one patient care, group therapy and staff collaboration
- BlueJeans Events for large-scale town halls and executive meetings

Results

- Sixty percent of community health services are now conducted over video conferencing, guaranteeing continuous and timely patient care while lowering the risk of exposure to patients, staff and clinicians during the pandemic

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BlueJeans' channel partner SCC AVS had an instrumental role to play in the fast deployment of BlueJeans and the hardware that CLCH needed. SCC AVS helped roll out 33 BlueJeans Rooms with Dolby Voice® for the hospital's conference rooms for staff members onsite. The synergy among the three entities played an instrumental role in the successful and timely deployment.

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Some key features that CLCH also finds valuable are the superior video and audio quality in BlueJeans Meetings—whether on the desktop, in a web browser or on mobile devices. The excellent video and Dolby® audio help replicate the in-person consultation that patients and clinicians are used to with the least amount of effort on anyone's part. The in-meeting chat and breakout rooms are also considered essential features. For instance, before implementing BlueJeans, therapists would have groups of 5 to 10 patients visit the hospital in person for a group therapy session. Thanks to BlueJeans' breakout session feature, patients get all the benefits of group therapy from the comfort of their own homes.

Unparalleled security is another important reason CLCH chose BlueJeans. "Throughout our organization, BlueJeans has been the only approved application for patient consultation," Fabule says. "It's the only one we deem safe enough for us for treating our numerous patients."

CLCH is now conducting more than 60% of services over video rather than in person. Since deployment, CLCH has seen the number of monthly meetings increase rapidly to more than 20,000 meetings totaling 865,000 minutes in just three months.

Other than patient consultations, BlueJeans is used internally by the staff to collaborate and connect effectively. Staff members are using BlueJeans for handover meetings to keep communication lines open and provide optimal patient care. In addition to BlueJeans Meetings, CLCH uses BlueJeans Events for large-scale town halls. Most recently, CLCH used BlueJeans Events for the Trust Business Meeting, where the trust's leaders met to strategize, discuss priorities, disburse essential resources and make impactful decisions that involve the staff and patient community.

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> —James Fabule, Project Manager,
> IT Transformation Office, CLCH

CLCH used adoption analytics from Command Center and personalized dashboards from BlueJeans to track critical metrics and ensure that the project achieved targeted outcomes on schedule. Fabule's main advice from his experience is to treat the project as a culture shift and plan accordingly. As expected, most staff, clinicians and patients were hesitant with new technology at first, and addressing these concerns early on was vital to guarantee success. Additionally, the core CLCH team and the BlueJeans onboarding team provided extensive training and adequate support materials to make using BlueJeans simple and easy for everyone.

Fabule predicts that CLCH's hybrid virtual and in-person care model will continue to succeed even after the pandemic because of the time and resources saved by enabling virtual visits. With virtual consultations now being the norm, CLCH can divert the resources to focus on other projects to improve healthcare processes, maintain quality and provide smart, effective care to the CLCH community.

Calibrated approach leading to successful adoption

One of the fundamental factors pertinent during a large-scale rollout of a new solution is how quickly the organization enables everyone to start using it. CLCH incorporated staff and patient pilot groups in the initial stages of deployment and worked through specific scenarios for every type of use case and patient care. This approach led to intelligent workflows when the solution was deployed at scale within the different groups at CLCH. Systems are now in place to confirm that patients are ready to go with their meeting before a consultation, ensuring that valuable time for the appointment is not being wasted on technology issues. In general, patients and clinicians feel confident in the virtual care process. This kind of iterative, hands-on planning also lets the team understand which consultations are better suited for video meetings and which ones are better for in-person or audio-only consultations.

About Central London Community Healthcare NHS Trust

Central London Community Healthcare NHS Trust provides community health services to more 2 million people across 11 London boroughs and Hertfordshire. Every day, its professionals provide high-quality healthcare in people's homes and local clinics, helping them to stay well, manage their own health with the right support and avoid unnecessary trips to, or long stays in, the hospital. CLCH supports patients at every stage of their lives, from providing health visiting for newborn babies to offering community nursing, stroke rehabilitation and palliative care for people toward the end of their lives.

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