

# Hello from the Paperclip team...

Thank you for downloading this brochure and giving us the opportunity to explain how Paperclip's reception services could help your practice.

Paperclip provides truly exceptional telephone answering services; but that's not the reason we want to work with you. We can make a difference for you by helping you make the most of your opportunities, or by solving challenges that are holding you back.

What is your opportunity? Making sure you capture all incoming patient calls? Cover for your reception staff at peak times and holidays? Increasing profitability by reducing practice costs? Maybe Covid has changed the way you work or even where you work?

Your opportunity may be personal: a desire to reduce stress; creating time to plan and strategise; a lifestyle change; visibility, measurement and control?

Whatever your opportunity, Paperclip will work with you and your team to jointly create a communications solution that delivers for your practice.

In this brochure you will find a brief introduction to what we do, how we have helped our existing clients, and the Paperclip team.

Our clients enjoy working with us. I hope you will too.



**Anne Batty**  
**Managing Director**

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www.paperclip.co.uk

# How Telephone Reception Services work

## Opening hours\*

**Monday to Friday** 8am to 6pm

**Saturday** 9am to 4pm

\*These opening hours are continuously under review.

## Call diversion

When someone calls your existing number it is automatically diverted to the Paperclip team. The divert can be immediate or after an agreed period of time (a delayed divert). If you decide to work with Paperclip we will provide guidance and support to ensure the diversions are set up correctly in accordance with your preferences.

## Training

When you become a client, the Paperclip team receives training to ensure we answer your calls in accordance with your instructions and your expectations.

## Screen popping

When a member of the Paperclip team answers one of your calls, we are part of your team. The screen on their PC 'pops' with your company's profile which covers all the instructions you have provided as to how you want your calls to be answered and the actions the Paperclip team can undertake on your practice's behalf.

## Voicemail

For calls received outside Paperclip's opening hours, we create a personalised voicemail for you. All messages left are transcribed and forwarded for you to action.

## Call actions

If you decide to use Paperclip we will ask you how you would like us to respond to the questions and concerns of your patients. This can range from: simply transferring the call to a member of your staff; taking a message and forwarding it by email, SMS or other; answering FAQs; and, scheduling appointments directly into your practice management software.

# How Telephone Appointments and Scheduling Work

## Taking an appointment

When working with private medical practices, we often have live visibility of their practice management software. This ensures we are able to give your patient the best possible service, and allows us to update your appointment calendar during the call itself. You always have the most accurate and up-to-date picture.

## Customer service calls

Paperclip can contact your patients on your behalf and ask them for feedback on the service they have received. Your patients are more likely to be honest and open with their comments when they are dealing with a member of the Paperclip team rather than directly with you.

## Cancellations and rescheduling

Patients cancel and patients reschedule. We can manage these changes for you.

If you, or a member of your team, is absent for any reason and you are unable to fulfil an appointment, we can contact your patients and reschedule them.

## Privacy and data protection

For all our medical practice clients, privacy and data protection is paramount. Paperclip recognises the critical importance of confidentiality.

All members of the Paperclip team receive training in the importance of customer confidentiality and are required to sign a non-disclosure agreement (NDA).

## Pen and paper

Some of our medical practice clients prefer to work with a 'pen and paper' appointments diary. In such cases, we take your patient's call, make a note of their requirements, and forward the message to you in the form you find most convenient: email, text or other.

## Patience, empathy and support

Older people often choose to book appointments over the phone rather than online. All members of the Paperclip team have received training to understand the frustrations of callers with memory and cognitive impairments. The emphasis is on patience, empathy and support.

# How Live Chat Works

## What is Live Chat?

If you are on a webpage and an icon appears asking whether you need any help, this is Live Chat. If you have used Live Chat and believe having it on your website could help your practice, Paperclip can help.

Live Chat is also sometimes referred to as Web Chat.

## Live Chat operating hours

**Monday to Friday** 8am to 6pm

After operating hours, Live Chat displays a notice stating that, even though the service has closed for the day, the visitor can still leave you a message.

These messages are forwarded to you at the start of business the next day.

## Setting up Live Chat

Firstly, we agree the design and format of your Live Chat icon with you as well as the opening question that will appear on screen. We then send you some code to install the icon on your website, or our Digital Systems Manager can do this for you remotely.

We discuss with you how long you want a visitor to be on your website before the Live Chat icon appears, and whether you want different messages for different website pages.

## Live Chat in action

You can test Live Chat in action by visiting [www.paperclip.co.uk](http://www.paperclip.co.uk). If you stay on any page for more than ten seconds a message appears: 'How can we help you today?' Enter your question and a member of the Paperclip team will respond.

## Live Chat questions

Before 'go live' we agree with you the scope of questions the Paperclip team can answer directly, the information we can provide to your patients, and what to do if a question is asked which requires more detailed, specialist input from a member of your team.

The Paperclip team receives background training in your processes and therapies in order to be able to answer Live Chat questions. This may include, for example, a simple FAQ sheet.

## Learning process

In most cases, the questions posted fall into a few identifiable categories. We work with you to build a library of questions and answers that enable the Paperclip team to respond to an ever broader range of queries.

# Making the most of your Paperclip PA

## **You get your own personal Paperclip PA**

When you use any of Paperclip's admin support services you are allocated your own personal PA. You are also allocated a second 'standby' PA should your personal PA be absent for any reason.

## **Be aware of the wide range of services your personal Paperclip PA can provide**

These are just some of the services your personal Paperclip PA can provide:

Credit control, mail fulfilment, transcription, diary management, data cleansing, social media monitoring, patient care calls, email filtering... and more. If you are not sure, just ask!

## **Your information and data is safe and secure**

All Paperclip PAs receive training in the importance of patient confidentiality and are required to sign a non-disclosure agreement (NDA).

Data is encrypted and all data-related procedures and practices comply with GDPR regulations.

# Your Investment\*

## Telephone Reception Services including Telephone Appointments

Your investment is made up of two main elements:

### 1. Maintenance - £69/month

A fixed monthly charge that covers line maintenance, IT support, software licences and other fixed costs.

### 2. Calls - 69p/minute

Paperclip only charges you for the minutes you use. Each call is rounded up to the nearest minute.

We provide a monthly summary of the number of calls taken and the minutes used.

The only other cost is a **one-off set-up fee**.

## Live Chat

Your investment is made up of three elements:

### 1. Maintenance - £29/month

A monthly charge that covers IT support, software support and other fixed costs.

### 2. Chats - £3/chat

Live Chats vary considerably in length; some are short and quickly resolved, others can take 15 minutes or more.

Paperclip keeps things simple for you by charging a fixed cost per chat regardless of length.

### 3. Set-up fee (Free to existing telephone clients)

If you are an existing telephone answering client, we will set-up Live Chat for your free of charge.

If you simply require Live Chat, there is a one-off set up fee.

## Your Paperclip PA - 59p/minute

Paperclip's virtual PA services are charged on a per-minute basis.

There is no sign-up fee or fixed monthly charge.

You pay only for the minutes you use.

\*All costs are exclusive of VAT

# Telephone Reception Services

## ...your practice made perfect!

'I am an osteopath. I need to maximise the number of patients I can see in a day.

I divert all my calls to Paperclip and they manage my appointments diary, including rescheduling cancellations.

Paperclip enters appointments directly into my appointments software programme so I can see changes in real time.'

### Osteopath

*Further case studies, articles and testimonials can be found on the Paperclip website*

# Your Team



**Ian**  
**Team Leader**

01246 418181  
ian@paperclip.co.uk

Hi, I am Ian and I am responsible for ensuring your account is set up in line with your preferences and your expectations.

I will call you and work through our simple on-boarding process with you. I look forward to working with you.



**Louise**  
**Senior Commercial Manager**

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louise@paperclip.co.uk

Hi, I am Louise and I make sure we deliver on our service promises to you. I look after your account, ensuring we meet the challenging KPIs we deliver for all our clients.

I am your first point of contact for any questions you may have. I look forward to working with you.



**Anne**  
**Managing Director**

01246 418181  
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We are all individuals; each of us with our own set of aspirations, hopes and needs. Paperclip's ethos is to tailor our service to meet your unique requirements. You can trust Paperclip to engage with your customers in a friendly and professional manner. When we take that call, we are your company.

I am proud of what we have created and achieved at Paperclip. For me, the future is an exciting place full of challenges and opportunities. We know we can help you, and we know you'll enjoy working with us.