

Registrations – The Future

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I. Current Situation

The Registration function is a complex, large-scale operation

- **Peak and trough demand cycle**
 - A “peaky” demand weighted at the extremes
- **Large volumes of transactions**
 - 160,000+ registration telephone calls pa
 - 5,000+ International applications pa
 - 8,000+ UK applications pa
 - 170,000 registration renewals sent per renewal cycle
 - 60,000 final notices sent per renewal cycle
 - 17,000 lapsing notices sent per renewal cycle
- **Well, documented, objective processes**
 - Promotes consistency in service delivery
 - Clarity of purpose among employees
- **ISO 9001:2000 registration**
 - Independent audit and validation of consistency
 - Continual improvement ethos
- **Low volume of complaints**
 - 2 per week
- **Customer service standards**

To deliver, we have 2 highly spirited and capable Registration teams

- **2 separate registration teams**
 - “*specialisation by legislation*”
 - ↑ UK Registration team
 - ↑ International/Grandparenting Registration team
- **High team spirit**
 - Highly motivated teams who have implemented the HP Order 2001 legislation, documented processes and who constantly review and improve their processes
- **Up-Front Training**
 - Intensive training initially and then a “learn-by-review” approach
- **Multi-skilled employees**
 - All registration officers can process all professions in their department
- **Ability to change**

II. Changes Ahead

HPC must be able to change and adapt in the future as a result of business and industry influences

- **An increase in registrants & applicants**
 - 4.5% increase in registrants annually
 - 30% increase in International applicants annually
 - 5% increase in UK applicants annually
- **Greater expectation from registrants and applicants for better customer service**
 - As consumers, registrants and applicants will demand better, more efficient and quicker transactions when they interact with HPC
- **“White noise” growth**
 - HPC is a victim of it’s own success. The more we promote HPC, more business we get
- **Post-registration qualifications**
 - Currently Local Anaesthetic, Prescription of Medicine
 - Shortly, Supplementary Prescribing rights for paramedics, chiropractors, physiotherapists
- **New professions**
 - Applied psychologists, health care scientists
- **Donaldson/Foster review**

III. Areas to be Developed

- 1. IT**
- 2. People**
- 3. Match Capacity to Demand**
- 4. Customer Service/Quality**
- 5. Organisation/Structure**

IT

- **More self-service functionality**
 - On-line applications, on-line renewals, on-line change contact details
- **LISA developments**
 - CPD audit tracking
 - Ethnicity & diversity
 - Generic bulk letter handling
 - Registration fee calculator
 - Trust employee status tracking
 - Intermediate lapsing
 - Returned mail monitoring & flagging
- **Investigating and opening more services channels to enhance access**
 - Call-based routing, Instant Messaging, SMS
- **Externally-lead projects utilising leading edge technologies**
- **“Own Account” implementations utilising in-house skills and existing platforms**
 - Lotus Notes
 - i-extensions

People

- **Enhance Management & team structure with an industry-experienced manager at the top**
- **Intensify recruitment process using industry-wide best practise**
- **Invest training in team/cell leaders to be able to lead, coach and train**

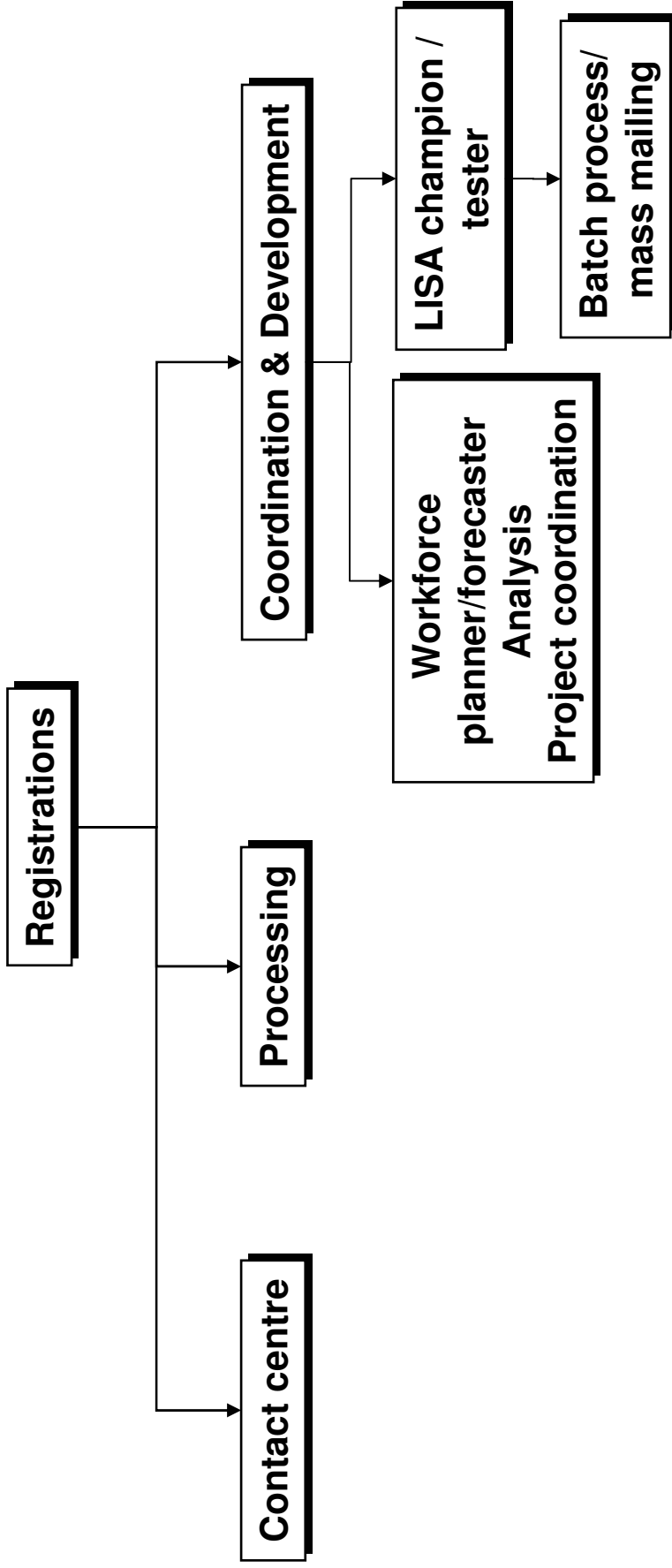
Match Capacity to Demand

- **Smaller, managed teams will allow resources to be re-allocated quicker to demand**
- **22 Stannary Street cell/team-based, purpose-built working environment**
- **Invest in resourcing strategies to deal with the “peak and trough” workload**
- **Move from *specialisation by legislation* to *specialisation by team/cell***

Customer Service/Quality

- **Expand on customer service standards for coaching & review**
- **Develop detailed customer service profile**
- **Capitalise on innovation and developments in other sectors**
- **Continue ISO 9001 :2000 registration and the associated benefits of continual improvement**

Organisation/Structure



IV. Outcomes & Benefits

These changes will lead to a range of benefits that will enhance service delivery and our standard of customer service

- **Processing times decrease as employee skill increases**
- **Service quality increase**
 - Consistency of service delivery
 - Employees always following the same processes (no differences across professions)
- **Greater flexibility to demand**
 - Can match skilled resources to different demand channels as well as utilising technology to open up new channels
- **Capacity increase**
 - Will allow bulk batch processing (eg, Renewal ICR system) and will allow employees to focus on “value-add” and exception handling
 - All department employees can do most of their colleague’s job
- **Registration officer numbers remain the same**
 - Bulk batch processing via technology will reduce the mundane administration and “free up” employees

V. Timetable

Timetable

