

Making ground-breaking progress in creating hybrid phlebotomy clinics

Chelsea and Westminster are an NHS phlebotomy clinic in London, UK. They have 3-4 stations at each of their 3 clinics and take blood tests for hundreds of patients a day. Their clinics operate from 8am-4pm 5 days a week and accept bookings directly, through walk-ins, and online.

Challenges

Overcrowded clinics and frustrated patients

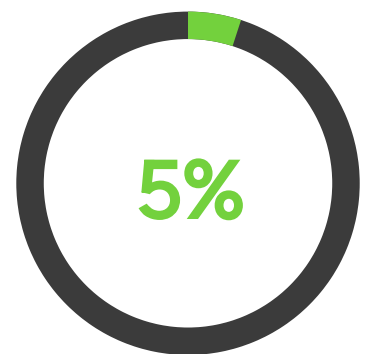
In 2020, Chelsea and Westminster were struggling to manage patient appointments. During the peak of COVID-19, they had to keep their small patient waiting area from overcrowding. They had four phlebotomists taking around 1,000 bookings a week from patients across the London area. These bookings were a combination of walk-ins, phone bookings, and GP referrals. Patients were frustrated and staff burnout was high.



Appointments
booked to date



Patients scheduled



Booked through
voice technology

Solution

Taking the first step towards virtual scheduling

The clinic wanted to scale their appointments and make a shift to a hybrid booking model. This model would be one of the first in UK NHS phlebotomy clinics – Chelsea and Westminster would be leading the way. The aim was to keep existing appointment types - walk-ins, phone calls, and doctor referrals - whilst expanding into digital appointments. After a 3 month trial process, they onboarded 10 staff to Sign In Scheduling and rolled it out across their 3 clinics in February 2021.

Key 10to8 features they adopted included:

- Self-service patient booking page
- Hybrid clinic set up: staff could see to walk-ins and scheduled appointments without changing the phlebotomist's workflow
- Automated telephone booking service
- Automated confirmation and reminders via email, SMS, and voice
- Advanced reporting tools
- Service-specific availability
- Custom messaging

"We chose Sign In Scheduling because of the cost, and simplicity of the tool. We wanted to make it as easy as possible for the patients and 10to8 gave us the ability to replace the queue that was going down the corridor with a virtual queue."

Eleanor Long

Chelsea and Westminster NHS



Results

Leading the way with appointment scheduling innovation

Chelsea and Westminster became one of **the first hybrid phlebotomy departments in the UK**. Within 6 months they **began taking 5,000 appointments per month**. Of these 5,000, **20% were booked through Sign In Scheduling**, and, of those, **5% were booked via voice technology**. The Accessibility Suite has been greatly adopted by Chelsea and Westminster's elderly patients. The online booking portal **gave staff clarity on busy clinic periods**. This allowed time for training, breaks, PTO, and team meetings, **reducing burnout and boosting morale**.

Results at a glance

- One of the first phlebotomy departments in the UK to adopt this hybrid clinic model
- Sign In Scheduling contributed 20% of this model
- Hit their appointment target within 6 months
- Over 5,000 appointments per month



Let's start your success story!

We would love to get to know your organization and its scheduling and visitor management requirements. Let's talk!

[Book a call](#)