

# Newcross Healthcare Reaching out to staff

## Nursing quality service for clients

Newcross Healthcare is an established nursing agency that supplies trained nurses and suitably experienced health care assistants to hospitals, nursing and residential homes on a temporary or contract basis. Newcross Healthcare employs over 4,000 staff. From its beginnings, the emphasis has been on delivering a quality service, to both its staff and its clients.

Newcross Healthcare provides access to a web based management information system for agency staff to obtain information such as work availability, time sheets and pay slip details online. However, agency staff didn't always have access to a computer because of the nature of their work and therefore would phone their local branch for the information. With 14 branches nationwide managing over 4,000 staff, this was resulting in a high volume of incoming phone calls across their branches. Newcross Healthcare was looking for a solution, which could broadcast detailed information to a large number of people at the same time, safely and securely.

## Messaging for a mobile workforce

O<sub>2</sub>'s Business Text messaging service gave Newcross Healthcare this flexibility. Newcross Healthcare is now able to send text messages that contain confidential salary and pay date information to a large number of individuals at the same time. They have also used O<sub>2</sub>'s text messaging service to advise staff of shift availability dates and even sent messages of congratulations when its workers celebrate their birthday!

## Communication control and flexibility

O<sub>2</sub>'s Business Text messaging services allow Newcross Healthcare to communicate with agency staff without disrupting the work they are doing and deliver confidential information to a number of people in a fraction of the time taken via the telephone. O<sub>2</sub>'s Business Text messaging service also gives Newcross Healthcare greater flexibility and control over incoming call activity.

### Primary business

Nursing

### Vertical market

Government

### Business need

Securely broadcast confidential, detailed information to a mobile workforce

### The solution

O<sub>2</sub>'s Business Text Service

### Business benefits

Greater communication flexibility  
Reduced costs  
Increased staff productivity

"O<sub>2</sub>'s SMS Business Text services have really made a difference to our company. We used the service to inform all staff of a lucrative contract recently awarded and received many messages of congratulations as a result, creating a very positive atmosphere throughout the business"

**Stephen Patrick**, Chairman,  
Newcross Healthcare

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Registered Office as above.  
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Correct at time of issue (October 2004)

