



GORDON HOUSE SURGERY



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Dear Patient,

Important Update: Introducing "Emma" – Our Virtual Receptionist

We hope this letter finds you well. We are writing to let you know about an important change coming to the way we handle incoming telephone calls at the practice. Like many GP surgeries across the country, we are currently facing ongoing challenges in recruiting staff to support our front desk and telephone lines. Despite our best efforts, these staffing shortages have placed significant pressure on our team and impacted how quickly we can respond to patient requests. To help improve this situation and ensure that all our patients continue to receive timely and fair access to care, we are introducing a new solution: "Emma," our virtual receptionist.

What is Emma? Emma is a new, intelligent phone system that will answer all incoming calls to the practice. She will guide you through a few simple steps and help you submit your request using our existing online consultation platform. Emma speaks 17 languages and will switch automatically to one of these languages if required.

How does this benefit you? Emma will ensure every patient who phones the practice has the same access to our services as someone using the online tool directly. You won't need to wait on hold to speak to a receptionist—Emma will help you get your request in quickly and efficiently. Your request—whether medical, administrative, or about repeat prescriptions—will go directly to our reception team who will ensure that your request is dealt with in a timely manner. Our clinical and administrative teams will be able to focus more time on processing and responding to your needs, rather than juggling phone duties.

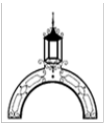
A fairer, more efficient system for all

This change helps us tackle digital exclusion by offering everyone—whether you're comfortable online or prefer to call—a consistent and accessible way to reach us. And with Emma handling incoming calls, we can better manage our workload behind the scenes and focus on delivering the care and support you need. We kindly ask for your support and patience as we implement this new system. By using Emma you'll be helping us to keep services running smoothly and to make the best use of the limited resources we have.

We will also be sending a text message to all of our patients over the age of 18 to request that everyone who can download the NHS app and ensure that notifications are enabled

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as you will be able to see all appointments booked within the app. This message will have a link to a questionnaire to allow you to update your email address and let us know if you are happy for us to email you about non urgent matters rather than sending SMS messages as our budget for SMS messages is capped and we are reaching the limit for this and will need to pay additional costs for additional messages.

Emma will be rolled out starting on 1 December 2025 but may not be switched on all the time as we embed the software. We hope that by the following week she will be fully up and running. If you have any questions or concerns about this change, please don't hesitate to get in touch. Our goal is to provide the highest standard of care, and your cooperation is vital in helping us do that during this challenging time.

Yours sincerely

Doctors Ramage, Ramanathan, Myint, Novitt, Davison Ladak and Jogia

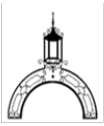
Appendix: NATO Phonetic Alphabet Chart

Letter Word

A	Alpha
B	Bravo
C	Charlie
D	Delta
E	Echo
F	Foxtrot
G	Golf
H	Hotel
I	India
J	Juliett
K	Kilo
L	Lima
M	Mike
N	November
O	Oscar
P	Papa
Q	Quebec
R	Romeo
S	Sierra
T	Tango
U	Uniform
V	Victor
W	Whiskey

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Letter Word

X X-ray

Y Yankee

Z Zulu

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