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## **LONDON VISION CLINIC FOCUSED ON EXPERT CUSTOMER CARE**

Success invariably brings both opportunities and challenges with it, and at London Vision Clinic this was certainly the case. As their reputation and the number of patients they treated had increased, so had the challenges associated with maintaining the expert personalised care and service level that they had become known for.

This was an important consideration. At London Vision Clinic, the expert laser eye treatment they provided was only half of the equation - just as critical was the personal service, care and attention that every patient received. For this reason, their new client information database was central to both their current operations and future plans. Indeed, the ongoing investment in their internal systems was a key factor in allowing them to continue to grow and still exceed their customers' expectations.

Alongside the technical investment, all their relevant information needed to be up to date and accessible online - to do this, London Vision Clinic's patient records had to be scanned and digitised. Preview Services was selected to run this side of the project and ensure that it was carried out smoothly and accurately. Preview ensured not only close attention to detail throughout the project and excellent account management, in addition, they ticked all the boxes when it came to the key areas of quality and complete client confidentiality.

The core aspects of the work involved the scanning of all the archived patient records which were then converted and stored as Adobe pdf files, an ideal format for quick and secure reference. To ensure that the records could be accessed as easily as possible, they were indexed using multiple criteria that included a unique patient ID together with both the first name and surname of the patient. All of this data was then transferred to DVD so that it could be uploaded into their new system.

The scanning was carried out at Preview's Document Management Centre but work still needed to continue as normal at London Vision Clinic during the process, so it was important that the information the files contained remained accessible throughout. To achieve this, Preview provided their Scan-on-Demand system - this meant that required files could be accessed online, ensuring patient information remained available throughout the scanning process.

Of course, holding their patients' records in digital format gave London Vision Clinic much more than simply customer service benefits through instant access to the information. As the organisation was in the process of moving to new premises,

it also enabled them to use this additional space much more effectively. In addition, it gave them the security of being able to recover patient information quickly should the worse happen and the paper based records be either lost or destroyed.

Once the existing files had been scanned and indexed, there remained the question of keeping the online records up to date. It was decided that the best solution would be for the team at London Vision Clinic to scan the documents themselves, allowing them to be self sufficient and ensuring that the files were always accurate. To make certain that they had the scanning equipment best suited for their requirements, Preview also advised on the equipment to purchase.

“The key element for us was that Preview offered us a real end to end service,” said Tim Archer, Research Manager at London Vision Clinic. “They did much more than simply carry out the work. They delivered value throughout the process and made sure that we were set up to continue the scanning ourselves afterwards as well. And they did it all without impacting either our patients or our customer service delivery.”

#### **About Preview Services**

Preview Services Limited ([www.previewservices.com](http://www.previewservices.com)) is a specialist provider of outsourced document management services to businesses and public organisations of all sizes. Clients include major sales and leasing companies, airlines, engineering firms and government agencies.

Based in Feltham, Middlesex the Company operates one of the UK’s leading document scanning bureaux and is developing innovative and cost saving solutions for document management.

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