

The Stone Castle Centre
Gardens Lane, Conisbrough, Doncaster DN12 3JW
Tel: DD 01709 860016
Syicb-Doncaster.CGPreception@nhs.net

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, ACCURX

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 a doctor, meaning there's no need to explain personal or sensitive issues to reception staff.

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 and the ACCURX tool, you'll be helping us to keep services running smoothly and to make the best use of the limited resources we have.

Emma will be rolled out starting next Tuesday (12th August 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

Drs Boon, Jackson, Kacker, Coleman, Rebora and Sharif.