

<b>Reference:</b>	FOI.19268.26
<b>Subject:</b>	Outpatient call handling
<b>Date of Request:</b>	9 January 2026

**Request and response:**

would like to request the following information regarding inbound telephone activity into your Outpatient Booking/Appointment Teams.

To support efficient and consistent collation across Trusts, I would be grateful if you could provide your responses directly into the table below.

If the information is held across multiple call centres or systems, please indicate this in the table or provide supplementary detail as needed.

Hywel Dda University Health Board (UHB) provides the information it holds in the manner recorded, for its contact centre and communication hub for the 2025 calendar year, within the table overleaf as requested.

**Abbreviations:**

PALS – Patient Advice and Liaison Service

PHW – Public Health Wales

WLSS – Waiting list Support Service

‘Hubs’ include Carmarthenshire District Nursing, Ceredigion Health Visiting, Bladder and Bowel Services, Endometriosis, Menopause, Rheumatology Nursing advice line and Dermatology Nursing advice line.

‘Other’ includes Acute and Community Diabetes Nursing, Community Respiratory Nursing, Ear Microsuction Clinics, Lymphoedema Nursing, Pulmonary Rehabilitation, Long Covid, Chronic Fatigue Syndrome and Myalgic Encephalomyelitis Service.

<b>Metric</b>	<b>Response</b>	<b>Notes / Definitions</b>
1. Total inbound calls received by your Outpatient Booking/Appointment Teams (most recent 12-month period of available data.) Eg: 342,091	Contact centre: 111,905  Communication hub: 171,909	Please provide a total figure for the Trust or per department if reported separately.
2. Percentage of abandoned calls Eg: 23%	Contact centre: 14.4%  Communication hub: 8.52%	Definition: An <i>abandoned call</i> is one where the caller disconnects before the call is answered by a staff member or before reaching a completed interaction (e.g., leaving the queue or self-service pathway).

<p>3. Average call answer time (ASA) Eg: 15:41</p>	<p>Contact centre: 01:23</p> <p>Communication hub: 01:51</p>	<p>Please provide the average time taken to answer calls (e.g., 2 minutes = 02:00 minutes). If multiple departments have different ASAs, please provide each.</p>
<p>4. Categories/reasons for inbound calls received. Eg: Blood tests – 15% Appointment rescheduling and queries - 63% General enquiry – 10% Etc.</p>	<p>Percentage not held. The UHB provides the number of calls by category.</p> <p>Contact centre: Bloods - 31,949 Hybrid calls – 3,464 Other – 76,492</p> <p>Communication hub: Bloods/Dental – 30,712 PALS – 7,517 PHW – 43,788 WLSS – 9,985 Hubs – 50,475 Other – 29,432</p>	<p>Please list the main call reasons tracked by your systems in the form of a percentage (e.g., appointment booking, rescheduling, cancellations, blood tests, queries, waiting list queries, etc.). If available, please include approximate volumes or percentages for each category.</p>