Stop using other people's data, start improving your own.

STORM

Strategic Total Referral Management

The Challenge

- **Do you know what's happening to referral patterns in your area? Nationally?**

- **Are you constantly at loggerheads with your partners regarding which data to believe?**

- **Do you have consistent access to a shared view on referral data?**

- **Do you feel uneasy about decisions being based on flimsy evidence?**

- **Difficulties improving the referral process? Reducing costs? Improving quality?**

There is a real need for accurate, timely and detailed data that presents a shared and undisputed version of referral process truth, accessible to all parties in the health economy.

Real Analytics presents a solution:
SToRM – Strategic Total Referral Management.

The Product

SToRM for Commissioners represents a brand new approach in referral analytics by using primary care data sources – YOUR DATA

Via a range of modern dashboards and reports that drill down to previously unavailable levels, SToRM allows a united view of activity across your organisation.

SToRM for Commissioners comes with central CCG and practice logins to provide organisation-wide access. You can create custom action plans to underpin changes in referral behaviour where necessary.

National datasets provide intelligence on activity trends and across the country, for benchmarking and comparison.

SToRM supports referral management and improvement, and helps you to improve data quality and awareness.

Contact us to arrange a no-obligation free trial to see the value of SToRM

FAQ's

Q: Where does the data come from?
A: SToRM uses your own Primary care data, rather than Provider based data. The data from your clinical system and Choose and Book is current and detailed down to the individual GP, provider and specialty.

Q: Who can look at the data?
A: You can have user accounts for every GP and practice member as well as CCG staff. They can access SToRM via PC, tablet or smartphone.

Q: Do we have to do a lot of work to run and maintain SToRM?
A: No, the CCG just provides us the data, there's nothing to install, configure or update.

Q: Does it need a lot of training?
A: No, SToRM is designed to be straightforward and easy to use. Most of our users have begun using SToRM without any training. We can however offer you a quick reference guide and a series of guidance videos, if you require them.

Q: How much does it cost?
A: SToRM is inexpensive, available on a Pay As You Go licence fee, depending on the types of data you require.

Q: Can I try before I buy?
A: Yes. We can arrange a demo of the product and then provide a free month's trial to test SToRM out, with no obligation.

Q: Can we talk to other CCG's that are using SToRM already?
A: Yes, you can speak to some of our existing CCG users.

Everything required for referral management in one place.
Total referral management delivered!

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STORM — Demo CCG Dashboard

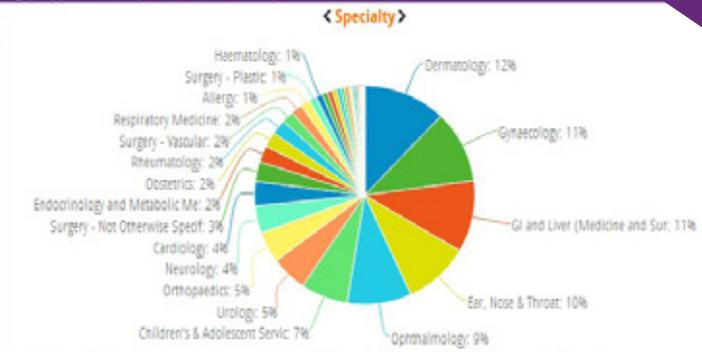Menu | Dashboard | Data | Population | Map | Activity | Cost | Rate | Booking | Appointment | Decision To Refer |

11,357 Referrals
Based on Appointment Bookings Between Nov, 2011 and Oct, 2012
From All Practices For All Specialties To All Providers
Numbers shown represent referral activity based on date of appointment being booked
Data Source: Choose and Book extracts

Provider	Nov, 2011	Dec, 2011	Jan, 2012	Feb, 2012	Mar, 2012	Apr, 2012	May, 2012	Jun, 2012	Jul, 2012	Aug, 2012	Sep, 2012	Oct, 2012	Total
MARCHAM NHS FOUNDATION TRUST	370	332	382	349	412	378	567	446	561	527	443	613	5,380
THE MIDDLEFIELD NHS FOUNDATION TRU	192	140	198	192	219	187	226	180	245	343	226	272	2,520
BROCKLEY TEACHING HOSPITAL NHS TRU	128	108	127	136	160	158	170	144	172	189	144	214	1,850
SPECIALIST CARE FOUNDATION TRUST	27	19	36	32	23	47	37	26	43	34	31	60	415

Benefits

1 **Informed Commissioning:** Use your own Primary Care data to inform commissioning, improve the quality and value from your provider relationships.
2 **Efficiency and cost saving:** Via better understanding of the referral process and any common blockages and under-utilised services can save £££'s.
3 **Awareness:** Provide CCG wide awareness of activity.
4 **High level of detail:** GP's, clinic types, clinical terms, timescales.
5 **Simplicity:** Clear and simple to use.
6 **Quality Improvement:** Knowledge of referring provides an educational tool to referrers, driving quality improvement opportunities via actionable referral intelligence.
7 **Workforce Management:** Visibility and accountability for all user activities in referral process.
8 **Benchmarking:** Compare other areas of healthcare provision, understand your market position.
9 **Immediate:** Up to date, near real-time referral data.
10 **Affordable:** No risk Pay As You Go licence model.

What people say about SToRM

"SToRM is so very easy... and intuitive. Just what ordinary people need." National Choose and Book Lead.

Next Steps

To find out more about SToRM, our NO RISK Pay As You Go licence or to arrange a free trial contact John Hobden on **0330 335 2200** or at **info@realanalytics.co.uk**

About Real Analytics

Real Analytics LLP is an exciting joint venture between Apira Ltd and High Fidelity Consulting, utilising the strengths and expertise of two reputable organisations.

Since 1997, Apira has become one of the UK's leading Healthcare Information Service companies. Working across all healthcare sectors, Apira clients range from the Department of Health, NHS providers and commissioners, as well as social enterprises and private providers.

High Fidelity Consulting has provided many healthcare organisations with high quality support and innovative thinking in the specialist fields of referral and information management for nearly a decade.

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real analytics