

UHUK AWARDS 2024

MASTERCALL FINALISTS IN TWO CATEGORIES IN URGENT HEALTH UK AWARDS 2024

Mastercall are delighted to announce that we are a finalist in two categories at the upcoming UHUK Awards ceremony which will take place on 5th & 6th November 2024.

As an award winning, patient centred organisation, we provide innovative, safe and effective high quality care, helping support the NHS to deliver their strategy for ageing well/living well. We help prevent hospital admissions wherever possible and safe to do so, by providing placed based care in the heart of the community.

We are proud to be members of UHUK, a partnership of urgent healthcare social enterprise providers who cover 64% of the UK population.

The UHUK awards have achieved the prestigious Award Trust Mark accreditation. This recognition reinforces UHUK's commitment to excellence, transparency, and fairness in celebrating the best in social enterprise urgent health care.

Details about our finalist award categories can be found below:

OPERATIONAL QUALITY AND SAFETY INITIATIVE

Mastercall's BI team have been recognised for their innovative work with MyMeta and advanced analytics.

This achievement showcases our commitment to transforming healthcare through robust data insights and forecasting capabilities.

Our solution offers continuous, automated analysis of clinical performance, cost efficiency, and patient outcomes – 24/7, 365 days a year. It allows us to understand at a granular level what is happening in all of our services.

We can instantly compare and analyse years of clinician data, optimise staff rotas to improve efficiency and monitor and improve patient outcomes and quality care.

Tim Davison, Deputy CEO / Healthcare COO and Director of Operations, Strategy & Transformation, Mastercall Healthcare said:

"With MyMeta, we've harnessed real-time data to drive meaningful improvements in clinical performance, equipping our teams with predictive analytics for enhanced decision-making. The team's efforts in API integration have allowed us to seamlessly connect with wider systems, ensuring data accuracy and interoperability to support quality care across various service lines.

Congratulations to our brilliant BI Team for this well-deserved recognition and for their dedication to building a more responsive and data-driven healthcare service. Onward to even more innovation and impact!"

SOCIAL IMPACT AWARD

Mastercall Healthcare is deeply committed to creating a lasting positive impact in our communities through our robust social value commitment. Guided by our dedicated Social Value Committee, we work tirelessly to foster initiatives that address critical needs, particularly in areas of social disparity. One of our primary focuses is tackling digital exclusion in economically disadvantaged parts of our communities. By working to increase access to digital resources, we not only empower individuals but also contribute positively to the environment by reducing the dependency on physical resources.

Our commitment extends further into community well-being and support for vulnerable populations. Through partnerships with initiatives like Cracking Good Food, we have funded a meal delivery service that has provided thousands of meals to recently discharged hospital patients in Stockport and Trafford who face food insecurity.

Our support spans a range of causes, including hospice care, dementia support, mental health charities, and various community organisations, reflecting our dedication to holistic care beyond the clinical. Additionally, by supporting local schools with career days, we are investing in the future workforce, inspiring students to consider meaningful careers in healthcare and community support. At Mastercall, we believe that our role goes beyond healthcare provision.

Key Carter, Marketing and Brand Manager and Social Value Lead, Mastercall healthcare said:

“We are delighted to have been selected as a finalist at the UHUK Awards 2024. I am incredibly proud of Mastercall’s commitment to social value, and it’s inspiring to see how dedicated our entire team is to the initiatives we support.

This recognition highlights our care, not only for our patients but for our communities as well. Hearing firsthand from those we’ve helped and witnessing the impact we make is truly heartwarming—it’s highly rewarding and a privilege to be part of.”

Mastercall will attend the UHUK award ceremony on 5th & 6th November. We wish all the finalists, the very best of luck.

Find out more about UHUK please visit: <https://www.urgenthealthuk.com/>

Find out more about Trust Mark Accreditation, please visit: <https://awardstrustmark.org/trust-mark-accredited/>

Find out more about Mastercall’s Data Services, including how we can help your organisation, please visit: <https://mastercall.org.uk/mastercall-data-services/>