



Petersgate Medical Centre

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Dear Patient,

Introducing "Emma" – Our Virtual Receptionist

We would like to notify you about an important change coming to the way we handle incoming telephone calls at our practice.

To ensure our patients continue to receive timely and fair access to care, we are introducing a new innovation: "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 consultation platform directly.

You won't need to wait on hold to speak to a receptionist—Emma will help you get your request to us quickly and efficiently.

Our clinical and administrative teams will be able to focus more of their time on processing and responding to your needs, whether medical, administrative, or about repeat prescriptions.

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 improve upon our work 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.

Emma will be gradually rolled out over the next few weeks but may not be switched on all the time as we embed and learn from the software. We hope that by the following weeks, Emma 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 has always been to provide the highest standard of care, and we are confident that Emma will play an important role in helping us maintain this.

Kind regards,

The Petersgate Medical Centre team