

Missed appointments are not a reminder problem. They are a conversation problem.

An operational tool, not a medical device · clinical.ai

THE PROBLEM

Every empty slot was already funded, staffed and paid for.

A missed appointment is clinical time the system bought and did not get: a longer waiting list, a patient who was not seen, and a slot that could have gone to someone else. A one-way reminder cannot negotiate. When a patient cannot attend, the service needs to know now, offer an alternative now, and offer the freed slot to someone else now.

~£1bn

estimated annual cost of
missed appointments to the NHS

£136+

estimated cost of a single
missed appointment

7.39m

treatments on the NHS
England waiting list

2%

annual productivity gain
asked of NHS providers

FOUR PRODUCTS, ONE PLATFORM

Front Door INBOUND

Answers every call at once, captures the details a receptionist would take, and hands the clinician a structured list. The clinician decides; CliniCall never triages. Then it calls each patient back.

Appointment AT BOOKING

The appointment letter, replaced by a conversation. Patients confirm, decline or move on the spot, and contact details are checked in the same call.

Confirm & Backfill DAYS BEFORE

Re-confirms attendance and reschedules inside the conversation. The freed slot is offered to the next suitable patient under your clinical rules.

Cancel & Rebook ON THE DAY

A clinician is off and the whole list is cancelled at a click. Every affected patient is contacted in parallel, apologised to, and rebooked.

WHAT A SERVICE MEASURES

Confirmation rate · decline lead-time · backfill rate and time-to-refill · administrative time released · and, for Front Door, calls answered and the time from a patient ringing to being told their appointment. Agreed before deployment, reported weekly, built from your data rather than our marketing.

Built around governance, not bolted onto it

An operational and administrative tool, not a clinical or diagnostic medical device. It never triages, never gives clinical advice, and never moves an appointment without the patient agreeing. Your clinical rules govern what may be moved and who is offered a freed slot. Every contact, decision and write-back is logged. Deployments are grounded in consent and a DPIA agreed before any patient is contacted.

HOW A PILOT RUNS

Eight weeks, four metrics, free for selected services.

WEEK 0

Scoping call. Which products are in scope, your volumes, and the rules that govern what may be moved. Metrics agreed and a baseline set from your own history.

WEEK 1

Governance and data. DPIA, processor agreement and the data flow, agreed with your IG team before a single patient is contacted.

WEEKS 2-3

Configure, connect, and go live in safe mode with every call requiring approval from your team. Nothing runs unattended until you say so.

WEEKS 4-8

Automation widens at your pace, with weekly reporting. Then a written findings report from your data, including what did not work.

Run a free pilot, or book a 20-minute demo

Free for selected services · set up in days · priced per patient, no lock-in

clinical.ai

hello@clinical.ai · +44 131 210 0486

CliniCall is a product of D Analytics Ltd, Edinburgh