

## Case Study

# Obs & Gynae Service transformed via SMART Referral Forms



## The Challenge

Djavid Alleemudder is an Obs & Gynae consultant, specialising in infertility at East Suffolk and North Essex NHS FT, part of SNEE ICB.

He and his team were extremely frustrated with the significant number of inappropriate referrals and the resultant effects.

Couples were waiting 44+ weeks, only to be told they were ineligible for this time-sensitive, specialised service. Djavid points out that these inappropriate referrals lead to heartbreak for couples.

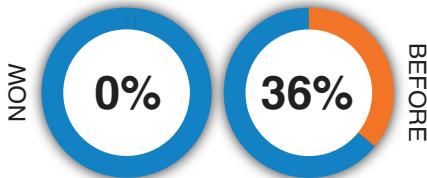
## The Solution

Djavid knew from experience, that by making certain fields mandatory and including alerts etc., a reworked referral form could help. Working with DXS, Djavid created a bespoke SMART Infertility Referral Form.

The SMART Form now includes key features including Mandatory Fields, Patient Validation, Patient Record Optimisation and SMART Assist.

## The Results

### Inappropriate Referrals



The new SMART Infertility Form was introduced on the 2nd of August 2021, and data was collected by the hospital team.

As well as the significant reduction in inappropriate referrals, waiting list time and administrative burden, these new referrals have, according to Djavid and his team, revolutionised the Infertility Service.

### Waiting List Time



**“The revised SMART Infertility Referral Form has revolutionised our Infertility Service.”**

**Mr Djavid Alleemudder**  
MBChB, MRCOG, MRCS(Ed), BSc

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## The Savings

An independent [Budget Impact Analysis](#), by Health Tech Enterprise, shows remarkable results of using \*this DXS SMART Referral Form.

**£151,013**

Net 1-Year SNEE ICB Saving

**£713,467**

Net 5-Year SNEE ICB Saving

**£43,471,649**

Potential Net 5-Year NHSE Saving

\*DXS customers use hundreds of bespoke SMART Forms.

## SOME BENEFITS OF DXS' UNIQUE SMART REFERRAL FORMS

- Reduced Inappropriate Referrals
- Accurate Patient Record
  - Fully Coded
  - Automated Field Population
- Zero Digital Bias – Reducing Inequalities

- Greener NHS – Contributes to Net-Zero
- Streamlines Efficiency/Productivity
- Optimised Pathway Management
- EPR Integration (via metadata)
- [Click here](#) to see all SMART Referral Form features

