

Great Ormond Street

“A further benefit of CreditCall’s *cash free* pre-paid cards is that they have a special freephone number and PIN on the reverse allowing them to be used from any landline or payphone.”

background

The government set out that by 2004 every NHS hospital bed would have access to a direct dial telephone. The directive was part of a larger plan that the NHS should shape its services around the needs and preferences of individual patients and that its hospitals should have access to facilities that play an important part in everyday life.

the challenge

Because Great Ormond Street is a children’s hospital, the management were keen that telephone payments could be made *cash free*. Whilst it was understood that because of their age, patients would not be eligible for the use of credit or debit cards.

The hospital were also keen to integrate any solution with their existing PABX switchboard.



The CreditCall card phone accepts all major credit cards as well as the specially branded Great Ormond Street pre-paid card.

the CreditCall solution

CreditCall opted for a system that allowed for the use of pre-paid cards for patients and traditional credit and debit cards for parents and visitors. Initial trials using the existing hospital switchboard were scheduled and the project received full support from all departments.

CreditCall organised the installation of special vending machines for the purchase of the special pre-paid cards in the hospital corridors.

“We have been overwhelmed by the response to our new CreditCall card phones. Patients, visitors and staff are using them in unprecedented levels. CreditCall have provided a low cost of ownership on a project which was delivered on time and within budget.”

Alan Smith, Telecoms Manager, Great Ormond Street Children’s Hospital



A patient or visitor simply swipes their card through the phone to make a call.



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