




5,000 FEWER RECEPTION CALLS IN MONTH ONE | ZERO LOCUMS | FIRST SICKNESS-FREE MONTH IN 3 YEARS

Magdalen Medical Practice in Norwich serves 14,500+ patients. On a typical Monday the team answered 500 to 600 calls, the queue hit its 50-call cap by one minute past eight, and all urgent appointments were gone by 8:20. This is what changed when they went live with Anima Triage and Andi, in their own words. Watch the full film: [Magdalen Case Study \(14 min\)](#)

<p>399</p> <p>PATIENT REQUESTS ON DAY ONE</p>	<p>216</p> <p>HANDLED BY ANDI</p>	<p>~18 hrs</p> <p>PHONE TIME RECOVERED, DAY ONE</p>	<p>96.6%</p> <p>URGENT REQUESTS SEEN SAME DAY</p>
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"By one minute past eight, the call queue was at 50. We'd all be answering calls continuously and it would just still be at 50, because patients kept joining. We were booking as quickly as we could, we couldn't triage appropriately. As soon as all the appointments were gone, that was it."

Molly Shreeve, Reception Manager, on Mondays before Anima [▶ Watch 1:48](#)


What Changed in Month One

- 1. Demand moved channel. It did not disappear.** Reception answered 5,000 fewer calls. Andi received 5,000 structured forms in their place. Patients kept contacting the practice, through a channel that captures everything first time.
- 2. Zero locums since go-live.** With demand triaged and appointments RAG-rated, existing clinical capacity became usable. Urgent same-day slots are still available at 2pm.
- 3. First month with no staff sickness in three years.** Reception stopped feeling like a call centre. Staff moved off rigid 8am starts onto flexible, staggered hours.
- 4. GPs are seeing the right patients.** Partners report seeing their own registered patients, with acute problems, who previously never got through the phone queue.



"In our first month of having Andi, the reception team answered 5,000 less calls. When we looked at the Andi stats, we had 5,000 forms coming in. It wasn't because patients weren't contacting us. They just used the new system."

Tracey Clarke, Practice Manager [▶ Watch 6:01](#)



"I kept thinking, maybe I'm seeing other people's patients. Then I'd look, and they were my patients. They were just people who'd never actually managed to get through before."

Dr Clare Aitchison, GP Partner [▶ Watch 4:01](#)

Clinical Safety, Not Just Speed

Structured questioning caught what a booking call cannot. A patient requested a tetanus jab after a dog bite. The photo and timeline captured up front showed the wound needed antibiotics, and the patient was booked in that afternoon. On another occasion, Andi's questioning flagged a case serious enough that the patient was told to call an ambulance.

Freed Capacity Became New Services

Getting triage and the front door right freed a GP session every week. Magdalen launched a weekly women's health clinic and has become a women's health hub for six additional PCNs. The same capacity that was being burned on the 8am rush now generates income for the practice.



"It's a lot more comprehensive in terms of asking red flag questions, more so than a receptionist might be. It's very good at identifying what the problem is and asking specific red flag questions about that issue."

Dr Patel, GP Partner

[▶ Watch 11:17](#)



"If we had to go back and get rid of Anima, I don't know what we'd do. I don't know how the staff would go back to answering 5 to 600 calls a day. I really don't know how I would go back now."

TRACEY CLARKE, PRACTICE MANAGER, MAGDALEN MEDICAL PRACTICE

Watch the Key Moments

- 6:01 5,000 fewer calls answered, 5,000 Andi forms received, month one
- 4:01 "I'm seeing patients who never managed to get through before"
- 4:37 New weekly women's health clinic, now a women's health hub for 6 additional PCNs
- 8:22 First month with no staff sickness in 3 years
- 12:55 "If we had to go back and get rid of Anima, I don't know what we'd do"
- Demo Meet Andi: a brief walkthrough of the AI receptionist itself (Loom)

NEXT STEP

If you would like to see what Magdalen's numbers look like for your practice, including a live call with Andi, book a call below.

[Book 15 minutes with Lydia](#)

[or watch the Andi demo first →](#)