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.

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.

Fortunately, GP Surgeries in Suffolk use a clinical decision support solution that allows the creation of unique SMART Referral Forms. Working with DXS, Djavid created a bespoke SMART Infertility Referral Form in the BestPathway software.

Submission is only possible once all required fields have been completed, leading to a decrease in inappropriate referrals and significantly increased efficiencies across the pathway.

The Results

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.

Inappropriate Referrals





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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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)

