



# EMMA Is Here to Help

**A quicker, easier way to contact Laindon Medical Group  
Starting in February.**

## Meet EMMA

When you call the surgery, you'll now be greeted by **EMMA**, our new intelligent phone assistant.

EMMA answers calls **straight away**, understands what you need and gets things moving — **no engaged tone, no waiting on hold**, so you spend **less time waiting** and more time getting on with your day.

## How EMMA Helps You

Just tell EMMA what you need:

-  Appointments
-  Prescription queries
-  General questions

EMMA will make sure your request gets to the **right place, quickly**.

## You Can Still Speak to Our Reception Team

Nothing is being taken away.

Our reception team is **still here for you**. If you want to speak to someone, just say so — EMMA will put you through.

EMMA supports our team so we can help everyone faster, especially at busy times.



## ❤️ Why We've Introduced EMMA

- Every call is answered instantly
- No more engaged tones
- Less waiting on hold
- A calmer and smoother experience.

## 🔒 Safe, Secure & NHS Designed

EMMA has been developed specifically for **NHS GP surgeries** and meets strict **data protection and clinical safety standards**.

## ⌚ When Is EMMA Available?

EMMA answer calls during our **normal surgery opening hours**, Monday to Friday from 08:00am – 18:30pm

## 🚑 When to Use NHS 111 or 999

It's important to choose the right service so you can get the help you need as quickly as possible.

### 📞 NHS 111 – Urgent but not an emergency

Contact NHS 111 if you:

- Need medical advice when the surgery is closed
- Are unsure where to get help
- Have an urgent health concern that cannot wait for a routine GP appointment
- NHS 111 can assess your symptoms, give advice, book you into an urgent care service, or direct you to the most appropriate service.



⚠️ Call 999 or go to A&E in an emergency

Call 999 immediately if someone:

- Has chest pain, signs of a heart attack or stroke
- Is struggling to breathe or has stopped breathing
- Has lost consciousness
- Is bleeding heavily and it won't stop
- Has a serious injury or sudden severe illness
- If it is life-threatening, do not wait — call 999 straight away.

## ✓ What's Changing — and What's Not

**What's new:**

- EMMA answers your call straight away

**What stays the same:**

- You still phone us as normal and EMMA will submit your query via Accurx for doctors to triage
- You can still use Accurx to submit your query
- You can always speak to a receptionist.

## 💬 Our Promise to You

**Our team is still here for you.**

EMMA simply helps us help you — **faster, every time.**