

MASTERCALL WINS GOLD & BRONZE NATIONAL AWARDS AT URGENT HEALTH UK AWARDS 2024



Mastercall are thrilled to announce that we have scooped two awards at the Urgent Health UK Awards 2024.

Based in Stockport, Greater Manchester we are a social enterprise patient-centred healthcare organisation,, providing innovative, safe and effective high quality care, helping support the NHS to deliver their strategy for ageing well/living well. We help prevent hospital admissions wherever possible and safe to do so, by providing placed based care in the heart of the community.

We are proud to be members of UHUK, a partnership of urgent healthcare social enterprise providers who cover 64% of the UK population.

The UHUK awards have achieved the prestigious Award Trust Mark accreditation. This recognition reinforces UHUK's commitment to excellence, transparency, and fairness in celebrating the best in social enterprise urgent health care. Details about our awards can be found below:

SOCIAL IMPACT AWARD: ***GOLD AWARD WINNER***

Mastercall Healthcare is deeply committed to creating a lasting positive impact in our communities through our robust social value commitment. Guided by our dedicated Social Value Committee, we work tirelessly to foster initiatives that address critical needs, particularly in areas of social disparity. One of our primary focuses is tackling digital exclusion in economically disadvantaged parts of our communities. By working to increase access

to digital resources, we not only empower individuals but also contribute positively to the environment by reducing the dependency on physical resources.

Our commitment extends further into community well-being and support for vulnerable populations. Through partnerships with initiatives like Cracking Good Food, we have funded a meal delivery service that has provided thousands of meals to recently discharged hospital patients in Stockport and Trafford who face food insecurity.

Our support spans a range of causes, including hospice care, dementia support, mental health charities, and various community organisations, reflecting our dedication to holistic care beyond the clinical. Additionally, by supporting local schools with career days, we are investing in the future workforce, inspiring students to consider meaningful careers in healthcare and community support. At Mastercall, we believe that our role goes beyond healthcare provision. Social value is integral to our values and we could not be prouder of this recognition.

Michaela Buck, CEO, Mastercall healthcare said:

"We are absolutely thrilled to be named winners of the Social Impact Gold Award at the UHUK Awards 2024! Being recognised on a national level alongside other incredible urgent healthcare social enterprises committed to their communities makes this honour especially meaningful.

This recognition shines a light on our commitment, not only to our patients but to our communities as a whole. The feedback we have received from service users of the initiatives we have supported really does leave a mark and to know we are making a difference is truly heartwarming."

I'm incredibly proud of Mastercall's commitment to social value, and the dedication of our entire team toward the initiatives we champion.

OPERATIONAL QUALITY AND SAFETY INITIATIVE *BRONZE AWARD WINNER*

Mastercall's BI team have been recognised for their innovative work with MyMeta and advanced analytics.

This achievement showcases our commitment to transforming healthcare through robust data insights and forecasting capabilities.

Our solution offers continuous, automated analysis of clinical performance, cost efficiency, and patient outcomes – 24/7, 365 days a year. It allows us to understand at a granular level what is happening in all of our services.

We can instantly compare and analyse years of clinician data, optimise staff rotas to improve efficiency and monitor and improve patient outcomes and quality care.

Tim Davison, Deputy CEO / Healthcare COO and Director of Operations, Strategy & Transformation, Mastercall Healthcare said:

"With MyMeta, we've harnessed real-time data to drive meaningful improvements in clinical performance, equipping our teams with predictive analytics for enhanced decision-making. The team's efforts in API integration have allowed us to seamlessly connect with wider systems, ensuring data accuracy and interoperability to support quality care across various service lines.

Congratulations to our brilliant BI Team for this well-deserved recognition and for their dedication to building a more responsive and data-driven healthcare service. Onward to even more innovation and impact!"