



MASTERCALL

DATA SERVICES

**MAXIMISING
EFFICIENCIES
IN HEALTHCARE**

- Optimise clinical workforce/staffing efficiency
- Dramatically reduce manual reporting
- Real data insights for informed decision making

Typical annual savings of £100k+

Request a demo - contact: mahe.mastercallbi@nhs.net



WHAT WE DO

Mastercall Data Services delivers tailored dashboards and analytics for healthcare providers, turning complex clinical, operational, and financial data into actionable, real-time insights - optimising patient care, efficiency, and performance.

OUR MODULES

- **Performance Dashboards:** Real-time contract management, HR analytics, CQC compliance, and broader corporate insights.
- **Clinical Benchmarking (myMetaStory)** - Advanced clinical benchmarking with automated peer comparisons, clinician-ranking algorithms, and performance improvement reporting.
- **Data Warehousing & Processing** - Securely centralises and streamlines data from multiple sources into efficient data marts, ensuring rapid access and reliable reporting.
- **Bespoke Applications:** Custom-developed tools based on evolving client needs, implemented via streamlined Statement of Works processes (scoping, SOW, ad hoc charges).

All modules are API and EPR agnostic, enabling smooth integration with your existing NHS infrastructure.

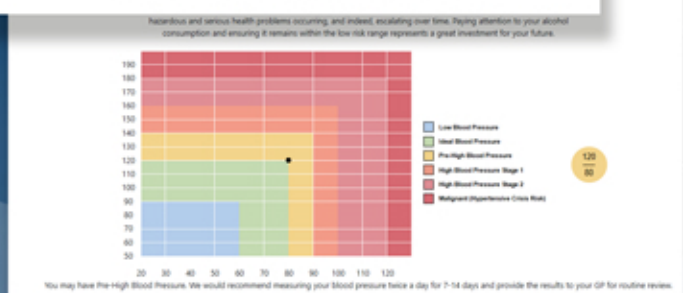
HR ANALYTICS



CLINICAL BENCHMARKING



BESPOKE APPLICATIONS



DATA WAREHOUSING



ROI

Clients typically achieve annual savings of £100k+ through:

- Redeploying BI resources, e.g. Data Analysts, previously tied up in manual reporting tasks.
- Optimising clinical workforce and staffing efficiency to drive significant operational gains, e.g., by replacing underperforming GPs and APs, Mastercall achieved up to 30% efficiency gains.
- Operational improvements; since introducing myMetaStory at Mastercall we have seen:
 - A reduction in patient callbacks
 - A reduction in unnecessary patient visits or treatment centre referrals.
 - An increase in GP consultations per hour
 - A reduction in time to GP first consultation
 - A reduction in GP £ cost per consultation

These benefits are especially pronounced for organisations with annual budgets between £10–40 million, ensuring substantial financial and operational impact.

TESTIMONIALS

“The insights gained have streamlined our rotas and empowered our team. It’s a game-changer for how we run our business.”

Operations Lead, Salford Primary Care Together

“Dramatically reduced manual reporting, enhanced data accuracy, and facilitated rapid, informed decisions.”

Head of Information & Digital Transformation, gtd Healthcare

“myMetaStory provides granular insights into clinician performance, enabling targeted professional development and optimal staffing to enhance patient care.”

Medical Director, Mastercall Healthcare

PRICING AND QUOTATIONS

Our flexible, transparent pricing is tailored specifically to your organisation's scale, complexity, and needs to maximise your value proposition.

Pricing is based on:

- Type and complexity of your data
- Number of datasets and APIs required
- Chosen modules and bespoke features

Quotes clearly include:

- Initial build and onboarding
- Hosting, maintenance, and ongoing service desk support
- VAT (clearly outlined)

Cost-saving options:

- Shared Adastra instances to reduce connection fees and avoid additional DPIAs/log ships.
- Minimum 3-year contracts, with further discounts for longer commitments.
- Billing commences only once resources and support are fully operational.

REQUEST A DEMO



Arrange a personalised demonstration or consultation to see how Mastercall Data Services can enhance your healthcare organisation by contacting:

Phone: 0161 476 0400

Email: mahe.mastercallbi@nhs.net

Website: <https://mastercall.org.uk/mastercall-data-services/>