

## MASTERCALL SECURES THREE NATIONAL AWARDS AT URGENT HEALTH UK AWARDS 2025



Mastercall is proud to announce a remarkable achievement at this year's **Urgent Health UK (UHUK) Conference and Awards Ceremony**, held on **10–11 October 2025**, where the organisation won **three prestigious awards**, including **two Golds and one Bronze**.

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 Outstanding 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:

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## PEOPLE FIRST (WORKFORCE) AWARD

**\*GOLD AWARD WINNER\***

**Project:** *Implementation of a Suicide Prevention Strategy*

This initiative equips both clinical and non-clinical colleagues with the **skills, confidence, and compassion** to support individuals in emotional distress. It also fosters a **culture of empathy, openness, and stigma reduction** around mental health.

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## CLINICAL SAFETY LEADERSHIP (CLINICAL QUALITY & SAFETY) AWARD

**\*GOLD AWARD WINNER\***

**Project:** *Transforming Clinical Governance with Business Intelligence*

Through our innovative **Good Governance Dashboard**, Mastercall is revolutionising the way we manage risk, enhance patient safety, and embed a proactive safety culture across all services.

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## INNOVATION IN ACTION AWARD

**\*BRONZE AWARD WINNER\***

**Project:** *The Adapted Opoku Chart – Empowering Community IV Teams to Diagnose Cellulitis More Safely and Effectively.*

Since implementation, IV antibiotic use has reduced from 87.5% to 36.8%, supporting antimicrobial stewardship and freeing up vital clinical capacity for patient care.

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## A REFLECTION OF TEAMWIDE DEDICATION

These awards are a testament to the **hard work, innovation, and dedication** of colleagues across the entire organisation. Each initiative reflects Mastercall's mission to **lead the way in patient safety, workforce wellbeing, and service transformation**.

## CEO STATEMENT

*"We are immensely proud to be recognised at the UHUK Awards, and especially for the work led by Dr Julia Gallagher in suicide prevention".*

*This initiative exemplifies what Mastercall stands for; innovation with heart, and care that changes lives. Every member of our team has played a part in creating a service that truly makes a difference for patients, families, and our communities" said **Michaela Buck, Chief Executive Officer at Mastercall.***

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## A MESSAGE OF GRATITUDE

Mastercall extends a **heartfelt thank you** to all colleagues whose passion and commitment made these achievements possible, as well as to **UHUK** for recognising the organisation's ongoing efforts to improve urgent and primary care services.

We also congratulate all the **other finalists and winners** at the 2025 UHUK Awards.

Mastercall remains a proud and active member of **Urgent Health UK**, continuing to champion collaboration, learning, and innovation across the sector.

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## USEFUL LINKS

### UHUK

<https://www.uhuk.co.uk/>

### MASTERCALL

<https://mastercall.org.uk/>

### MASTERCALL'S UXT SERVICES

A powerful blend of our Data Services and Digital Technology Services. Learn how we're helping organisations turn data into actionable insight, streamline digital operations, and drive better outcomes.

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

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