Accurx Scribe
Powered by ◐◯ Tandem

From implementation to impact:
Accurx's Launch Blueprint for achieving
ROI with Ambient Voice Technology (AVT)

Playbook 3: Using data

Reading time: 6 minutes

👤 This is for:

Trust leaders, digital teams, transformation leads, operations and clinical service managers who want to use data to guide AVT rollout, measure value and build a credible business case.

◎ The Accurx Launch Blueprint helps you:

- Track adoption and target support where it's needed
- Measure time savings, workforce impact and patient experience
- Demonstrate early ROI and strengthen the long-term case for investment
- Use real-time insights to refine workflows and sustain momentum

📈 The results you can expect:

- ✔ Robust evidence of time saved per clinician and per service
- ✔ A strong, data-backed case for scaling AVT trust-wide
- ✔ Clear visibility of rollout progress across teams and specialities
- ✔ Confident decision-making using real-world impact
- ✔ Continuous improvement powered by real usage insights

⊘ TL;DR:

Data is what turns AVT from a promising idea into measurable impact. With the right metrics, trusts can guide adoption, evidence time savings, understand workforce benefits and build a compelling business case for scaling. This playbook sets out the data that matters, how to use it and how the Accurx Launch Blueprint turns insight into action, improvement and ROI.

1. Why data matters

When AVT is deployed well, benefits become visible quickly - shorter documentation time, reduced cognitive load, more consistent coding and better patient experience. But none of this translates into organisational value unless it is captured, understood and shared clearly. Data is the foundation that turns positive anecdotes into trusted evidence that drives long-term investment in the tech.

With the right metrics, trusts can see what's working, identify where teams need support, understand workflow friction, quantify time returned to clinicians, and demonstrate that investment is delivering real value. It removes guesswork, builds confidence and gives leaders the confidence and business case to turn AVT from a pilot into the trigger for trust-wide transformation.

2. Using data to drive adoption, improvement and impact

The Accurx Launch Blueprint uses a structured framework - **Reach, Depth, Value and Retention** - to turn raw data into clear, timely actions. Rather than reporting for its own sake, the Blueprint focuses on the metrics that show where progress is strong, where friction exists and where targeted support will have the greatest effect.

Dashboards are visual and frequently updated, helping teams understand performance at a glance and enabling trusts to intervene early, refine workflows and maintain momentum.

Across all four domains, the aim is the same: use data to learn, not judge; spot friction early; and support clinicians so progress continues with confidence. By cultivating the habits of psychological safety, weekly 'test-and-learn' loops, and rapid iteration, trusts ensure data drives genuine change.

A. Reach - Are we getting broad adoption early?

Reach shows how widely AVT is being adopted and highlights teams that may need encouragement or early support.

Key metrics:

- ✔ **Coverage rate:** How many of the target group have used Accurx Scribe at least once.
- ✔ **Time to first use:** How quickly clinicians move from sign-up to initial use.
- ✔ **User acquisition rate:** How many go on to complete a second use - a sign they're engaging.
- ✔ **Template acceptance rate:** How readily services approve the note template - determining it to support their preferred workflow. How often notes are accepted without major edits.

B. Depth - Are users going beyond experimentation?

Accurx uses real-time data to identify when usage slows or dips, then provides targeted support and coaching to help clinicians build AVT naturally into their daily workflow. Depth shows whether behaviour change is taking hold.

Key metrics:

✔ **Activation rate:** How many clinicians reach their tenth use - a strong sign that habits are forming.

✔ **Time to activation:** How long it takes clinicians to move from first to tenth use. Faster activation shows early wins are landing.

✔ **Editing time:** A practical indicator of how well the templates fit the workflow, and how often notes are accepted without major edits - a diagnostic, not a performance target.

✔ **Quality metrics:** Issues such as errors, omissions or hallucinations identified through spot audits.

> **Accuracy in practice**
>
> Accurx Scribe rates of inaccuracy are less than 3%, and in 97% of instances of errors and inaccuracies, the human in the loop catches them. (Source: Accurx monthly snapshot audits.)

C. Value - Are we realising the benefits safely and measurably?

Dashboards highlight where AVT is delivering the strongest benefit and where workflow or template refinements could increase value further. Accurx also supports trusts with time-and-motion studies and clinical audits to quantify real-world impact across services.

✔ **Net time saved per user per week:** Time genuinely returned after editing, with indicative figures helping validate ROI.

✔ **Notes needing major re-editing:** A truer measure of usefulness than average editing time.

✔ **Cognitive load score:** A short micro-survey to gauge whether clinicians feel AVT is reducing mental strain.

✔ **Documentation backlog reduction:** Particularly valuable when assessing impact in mental health and community teams.

✔ **Clinical safety flags:** How often concerns are raised and how quickly they are resolved.

D. Retention - Is usage consistent and sustainable?

Accurx combines usage patterns with qualitative feedback to understand why teams continue, pause or revert to old habits. Our Transformation Team then deploys tailored support - from peer-led coaching to template refinement - to sustain usage and embed Accurx Scribe in everyday practice permanently. We measure the impact of this training and support based on the Kirkpatrick model, evaluating user reaction, learning, changes in behaviour and productivity gains.

Key metrics:

✔ **Weekly active users:** Whether clinicians continue using AVT week after week.

✔ **Workflow penetration:** How widely AVT is used in consultations where it's suitable.

✔ **Retention rate:** How many activated clinicians continue using AVT over time.

✔ **Interruptions:** How long it's been since each clinician last used AVT - an early warning sign for disengagement.

3. Turning data into a robust business case

With these detailed RDVR-aligned metrics, trusts can build a business case grounded in evidence rather than assumptions. This gives finance, operations and the executive team the confidence they need to scale AVT with certainty. A strong AVT business case includes:

- Time-saving and productivity evidence across services
- Workforce adoption and impact on documentation burden
- Measurable improvements in quality, safety and coding reliability
- Financial modelling showing efficiency gains and reduced variation

4. The outcome of getting data right

Data turns AVT from a project into a long-term improvement programme - one that supports clinicians, strengthens services and unlocks measurable ROI. When trusts use data to guide rollout and shape improvement, they create a powerful feedback loop:

- Adoption accelerates
- Teams feel supported
- Leaders see progress
- Productivity gains become visible
- The workforce feels the benefits
- Investment decisions become easier and faster

Also in this series:

Playbook 1: Setting up for success – How to prepare before rollout so clinicians start strong

Playbook 2: Adapting workflows – How to embed AVT into real clinical practice, from getting templates right to managing change and patient consent

Playbook 4: Measuring time saved – How to help leaders test what genuinely drives time savings

Register your interest to receive our full AVT implementation playbook.

Get in touch: **partnerships@accurx.com**