



CUSTOMER CASE STUDY

Radiology and Imaging Center Improves Medical Response Time with Vertical's InstantOffice System

The Radiology and Imaging Center (RIS), headquartered in Lakeland, Fla., is in the business of helping its referring physicians quickly and accurately diagnose their patients. Some of the firm's patients require immediate treatment, and its referring doctors require the best and fastest communications to quickly deliver the urgent care patients need. The challenge the firm faced was trying to manage different telephone systems for each of its geographically independent locations. RIS was also faced with a growing number of customer complaints—patients were easily confused by which facility they needed to contact to schedule appointments.

The mid-sized medical firm wanted to update its current communications equipment with a better system that could route calls to the proper facility, schedule appointments more efficiently, and manage its voice and data. Most importantly, RIS needed a network that would allow its doctors to remotely access vital information such as X-Rays, Cat Scans, and MRI reports for patients requiring immediate diagnosis. In June 2001, RIS sought action with CDN Partners, a Value Added Reseller that helped the center redesign its entire network infrastructure.

“Our primary goal was to standardize on one phone system at all four locations, and establish one published phone number that would solve the confusion our customers were experiencing,” said Richard Vaughan, administrator at Radiology and Imaging. “We wanted a system that could provide three-digit extension dialing from any location, and would enable us to manage both voice and data at each office. We also needed call center capabilities to track and route incoming calls, as well as provide detailed reporting.”

With a recommendation from CDN Partners, Vaughan decided to install the InstantOffice Integrated Communications Platform (ICP) from Vertical.

“CDN's experience with the InstantOffice, and the product's reputation to provide an integrated voice and data solution that is cost-effective and easily manageable made it the perfect choice for RIS,” said Vaughan. “The flexibility and choices Vertical offers is a bonus. We were able to install three different InstantOffice models based on the needs and sizes of our facilities. By installing an InstantOffice 6000 at our main site, we also have the ability to support additional employees as we grow.”

The Right Fit

Within weeks, RIS had installed InstantOffice systems at its main facility and in three other sites in Florida. To combine voice and data at all of its locations, the firm leased integrated T1 lines from New South Communications to connect its InstantOffice systems.

“Installation was a breeze—we had the systems configured and running in about two days,” said Roger Weinstock, chief executive officer for CDN Partners.

While most of the firm's employees are located at its main office in Lakeland, RIS runs two smaller sites and a Women's Center, which handles all of the appointment scheduling for patients. With Vertical's variety of models, Vaughan was able to purchase an InstantOffice system that specifically met the demands of each office. The InstantOffice 6000 model, which can support up to 180 users, provides a total communications solution for RIS's headquarters. The two smaller sites are equipped

with the InstantOffice 3000 model, which supports up to 36 users. One 5500 InstantOffice model is installed at the Women's Center and runs InstantOffice Contact Center (IOCC), enabling up to 84 employees to run a sophisticated call center that is easy to manage.

InstantOffice combines the functions of a packet- and circuit-switched PBX, voice mail, integrated auto-attendant, multiprotocol router, firewall, and call center capabilities. In addition, the system supports T1 lines, allowing RIS to take advantage of the convergence of voice and data service on one line. InstantOffice has enabled RIS to centralize its customer contact function, and integrating the firm's voice and data with T1 lines has cut its monthly communications costs in half.

RIS Lowers Costs, Enhances Customer Service

In addition to establishing a data network, InstantOffice simplified operations for RIS employees by reducing incoming calls to one central number—improving customer service by taking the guesswork away from customers who previously had to figure out which location they needed to contact. With the IOCC installed at the Women's Center, an automated attendant now tells callers how long they will wait until a live operator is available. By taking advantage of InstantOffice's integrated interactive voice response (IVR) and automatic call distributor (ACD), callers are routed to the correct location in seconds no matter what time of day they call, reducing customer hold time by two thirds.

IOCC provides the Women's Center with corporate-level call center functionality that is easy to use, including an advanced ACD, IVR, skills-based routing, consolidated reporting, call recording, and simplified remote management.

"Using InstantOffice to integrate voice and data circuits with T1 lines has created a virtual multisite office for RIS. They went from four operators at different sites to one operator at the central location," said Weinstock at CDN Partners. "With the InstantOffice system we've also been able to make things easier for the employees by reducing the number of phone extensions from 70 incoming lines at four locations down to 28 into one location."

By using the InstantOffice's integrated router and firewall in all four systems, RIS saved money by not having to invest in additional hardware. The deployment of InstantOffice has cut RIS's total communications bill by \$3,600 per month, and the firm has estimated that the systems will pay for themselves in approximately 18 months. Additionally, the IOCC is helping RIS increase its efficiency and decrease the amount of time it spends on call tracking and reporting.

Future Plans

RIS plans to take its new communications system a step further and install IP phones at its doctors' home offices in the future. IP phones will allow the doctors to instantly be on the network with an authenticated, individual IP address to obtain critical information. Additionally, IP phones will provide RIS with an excellent application for cost-effective telecommuting for the firm's physicians. RIS is also planning to open another location in Florida and plans to install an InstantOffice 5000 system in the new facility.

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