Advanced Technology Consulting
St. Elizabeth Physicians

Situation

St. Elizabeth Physicians (SEP), one of Greater Cincinnati's largest physician groups with 82 locations and 290 doctors, faced significant challenges with its network of phone systems. SEP, a multi-specialty physician organization, was formed through the merger of two large healthcare providers. Since, SEP has continued to grow through acquisition of other medical offices and clinics.

With so many satellite offices, disparate phone systems existed throughout the network. There was no standard. Telecom contracts and systems varied office to office. SEP needed a thorough and complete telecom audit to determine what existed at each location. SEP engaged ATC to conduct a complete audit. In doing so, ATC visited every site and reviewed every telecom contract. Lines, cabling, demarcation points, handsets, local service, long distance service, data/internet service—-everything was evaluated and recommendations were made on a site-by-site basis. Initially, ATC and SEP worked to consolidate all telecom contracts and put together a coterminous Master Services Agreement (MSA) that synchronized rates and provided economies of scale.

VoIP SOLUTION

During ATC's review of SEP's corporate phone network it was found that NEC phone systems, the backbone of the network, made up 80% of the phones. The other 20%, acquired through acquisition of outside offices, were made up of a variety of other manufacturers. Given the existing NEC equipment was entering an end-of-life stage, it was in SEP's best interest to look at leading phone system providers and find a "best fit" for the organization.

The overriding objective was to identify and implement a corporate telecom solution that met the current and future needs of a growing healthcare organization in a constantly changing medical landscape.

A thorough business needs analysis for a new VoIP phone system was conducted. In addition, SEP's 1,200 employees were surveyed regarding the current phone system and future requirements. From this, ATC and SEP put forth an RFP to evaluate providers that would best achieve the desired goals. After a methodical review, which included demos and site visits, West IP was selected for their cloud-based, hosted communications services. The fully hosted and managed, unified VoIP system with IP handsets constituted a $4 million investment over the course of 5 years.

TELECOM	VOICE NETWORKS	DATA NETWORKS	COMMUNICATIONS	COLLABORATION

ATC
Advanced Technology Consulting, Inc

DEPLOYMENT

ATC and SEP put together an aggressive 6-month installation schedule that called for deployment of the new VoIP system in all locations. **ATC's Senior Consultant, Nick Enger**, and the SEP IT team, led by SEP Director of IT, Mark Hoover, managed and executed the installation plan by drafting a deployment schedule based on need, network availability, and type of medical office. Before any of the networking equipment or IP phones could be installed, the data network servicing each location was upgraded to a more reliable fiber connection.

> " Through the entire process, ATC worked closely with our team to make sure this project was successful. We relied on Nick and the team at ATC to complete the project as quickly as possible and to guide us on features that will help us serve our patients more efficiently. "

Dr. Glenn Loomis CEO **St. Elizabeth Physcians**

RESULTS

West IP's cloud-based communication services provide SEP with a suite of on–demand services including full PBX functionality, advanced call management tools, and leading edge communication features. SEP's PBX is hosted off-site by West IP. With a cloud-based PBX system, a different device is not required for each and every office location. Since hardly any actual hardware is required for VoIP, SEP can expand to new locations easily and cost-effectively. In addition, West IP handles all the ongoing maintenance and support for the entire system. This relieves SEP's IT department significantly, allowing resources to focus on other mission-critical initiatives. Currently, 90% of all callers get a first call resolution.

Like most industries, but particularly in healthcare, system reliability is critical. SEP's **business continuity** plan relies on a **disaster recovery** strategy that leverages multiple servers in multiple states to guarantee geographic redundancy and maximum up time for situations where an unforeseen, system-debilitating event occurs. Each office has a disaster recovery mode that redirects calls to another office. The receiving office is notified in advance. If the second office goes down, an answering service is deployed with access to doctors on call.

SEP'S VoIP system also leverages advanced queuing capabilities. Most locations implemented a call center application. Call flow was reconfig-ured and optimized, taking advantage of the system's enhanced features and functionalities. In fact, distributed call center functionality is one of the strengths of the new West IP VoIP system. The new call flow design ensures that the patient will be delivered to the right person.

Interconnectivity between offices is now seamless and no longer dis-jointed. All locations are united under the same phone system. Current and prospective patients can quickly be transferred to the proper SEP office. Call center agents have access to a real-time dashboard that pro-vides statistics and alerts, user call status and transfer capability. If a call is abandoned, the agent can easily call back limiting any caller frustration that may exist.

SEP's hosted PBX also makes it easy to grow and change. Because the VoIP system is hosted, SEP didn't have to buy excess capacity such as they would with a traditional PBX. IT resources are not required when changes are made. All that is required is a simple order submission with West IP. And, when an employee needs to be moved, an office manager can simply unplug their phone and plug it back in at the new location.

| TELECOM | VOICE NETWORKS | DATA NETWORKS | COMMUNICATIONS | COLLABORATION |

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