

SHORETEL A PRESCRIPTION FOR FLEXIBILITY AND RELIABILITY FOR LEADING HEALTHCARE ORGANIZATION

Raleigh Medical Group Replaces Avaya with ShoreTel: Reduces TCO and Improves Patient Customer Service

Raleigh Medical Group, P.A. is an independent multi-specialty group in Raleigh, North Carolina. The organization has 21 physicians (16 internists and five GI doctors), one physician's assistant and three nurse practitioners. With over 30,000 clients in its active database, the organization is the largest privately-owned internal medicine practice in its area.

TIME FOR A CHANGE

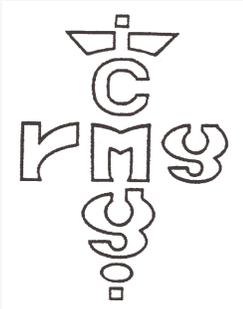
In late 2003, Raleigh Medical Group was using a traditional Avaya TDM phone system that was not easy or affordable to maintain. Secondly, as a healthcare provider, Raleigh Medical Group needed flexibility and ease-of-use that would allow them to make changes to their own phone system—without having to call in an outside firm—during peak times in order to balance the load (for instance, during a drug recall when phone calls are constant).

Raleigh Medical Group turned to the organization's managed services technology partner for over three years, which introduced ShoreTel solutions for consideration. “It came down to a choice between buying the old Avaya system we'd been leasing or buying a new ShoreTel system,” said Cynthia Cox, Practice Administrator for Raleigh Medical Group. After placing priority on flexibility and the ability to manage the system in-house, the organization decided on ShoreTel.

LOWERED COST OF OWNERSHIP

ShoreTel provided Raleigh Medical Group with six ShoreGear-120/24 and four ShoreGear-T1 voice switches, as well as more than 200 ShoreTel's IP Telephones, including ShorePhone IP 560, 530 and 210 Telephones. Analog lines for faxes and modems are handled by the ShoreGear-120/24 switch. The design took about three weeks and the rollout—from installation to switchover—took another three. Employee training took virtually no time, according to Cox. “For over 200 users to be up and running within a few days of a new voice deployment far exceeds any expectations we had. ShoreTel made it a smooth transition,” she said.

“The ShoreTel system is far more cost-effective for the advanced technology we were getting,” said Cox. “It gave us the flexibility and the ability to maintain the system ourselves without having to turn to an outside vendor to support the system—which can be a cumbersome and expensive process.”



Challenge:

Raleigh Medical Group needed to update its obsolete, expensive-to-maintain traditional phone system with a solution that would offer flexibility and reliability to keep up with the rigors of healthcare while lowering system management costs.

Solution:

ShoreTel provided Raleigh Medical Group with a complete ShoreTel IP-based telephony system, including voice switches and telephones.

Benefits:

Flexibility of the ShoreTel system allows Raleigh Medical Group to make changes on the fly without having to wait for—and pay—an outside vendor or telco. ShoreTel's trunk utilization features allow more efficient use of the company's T1 circuits across multiple locations, saving even more money.



“[While relocating an office location to a new building] the only thing we were not able to do was see patients. The flexibility of the ShoreTel system enabled us do everything else-take calls, schedule appointments, conduct conference calls, and handle other administrative matters.”

– Cynthia Cox
Practice Administrator
Raleigh Medical Group

Raleigh Medical Group is also saving money because of ShoreTel's trunk utilization features because they can make better use of the three T1's they have for inbound and outbound calls. “We can share the load across sites-not just throughout the building-with ShoreTel,” said Cox.

FLEXIBILITY FOR PEACE OF MIND

Whenever various severe weather events occur or drug recalls are announced, there are significant spikes in call volume at Raleigh Medical Group. People call to change appointments or they need immediate information on a drug they may be taking that is being recalled-no small matter. With the flexibility built into the ShoreTel system, Raleigh Medical Group administrators can take all of that traffic and distribute it evenly across its three buildings (even across city lines). A majority, if not all, of those calls are answered by a human being rather than voicemail.

“The last thing you want is voicemail when you have an urgent question during a crisis period,” said the Vice President of Sales for the certified ShoreTel Partner based in the Research Triangle Park, NC area. “With the old system, Raleigh Medical Group was unable to fully utilize their circuits to handle the increased volume of calls. By better utilizing their existing telco circuits and the ShoreTel solution, they can now seamlessly handle traffic spikes occurring from flu season, severe weather events, or drug recalls.”

IMPROVING PATIENT CUSTOMER SERVICE

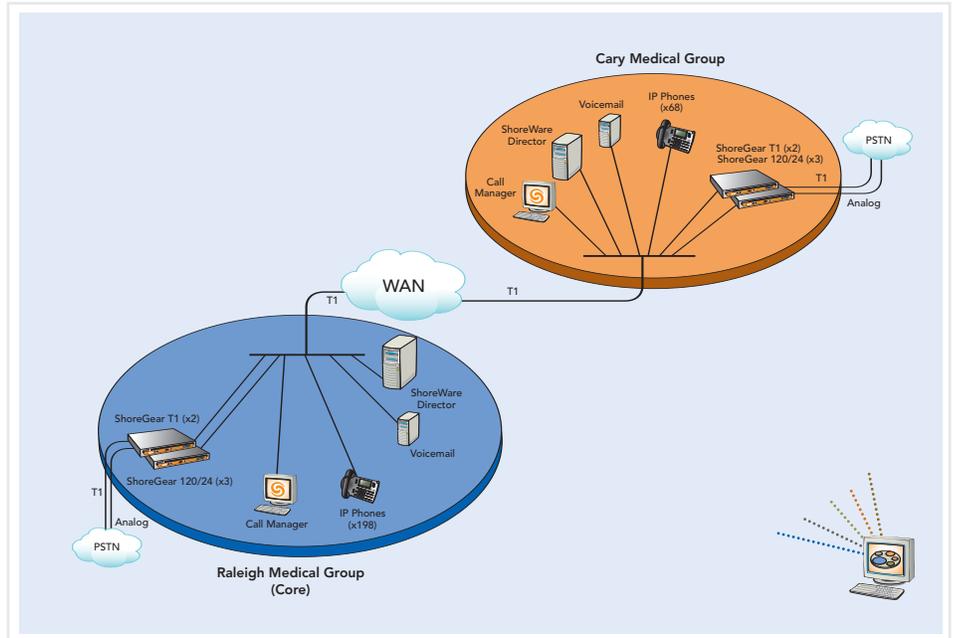
Raleigh Medical Group is using ShoreTel's Operator Call Manager for its operators and receptionists. Operator Call Manager is a flexible and powerful tool for managing calls and providing unmatched customer service, giving Raleigh Medical Group operators an extraordinary amount of knowledge about each caller and the history of each call. This allows them to connect people via a simple drag-and-drop interface-with the right party more quickly for optimal customer service, which is especially beneficial, and sometimes critical, in healthcare. The flow of information about each call starts even before the call is answered. For every incoming call, the ShoreTel system displays a call-routing log tracking exactly where the caller has been-from the first to the last transfer. If a Raleigh Medical Group operator wants to transfer a patient's call, the Extension Monitor also gives an overview of which extensions are free and which are busy-so callers can be directed to people rather than voice mailboxes.

ShoreTel's Workgroup, which is being used for Raleigh Medical Group operators who answer patient calls, provides a number of powerful features. Workgroup offers voice call routing that consolidates calls to one number, basic reporting for accurate and effective call volume measurement and time management, and historical and real-time tools to help with planning and forecasting. With Workgroup, Raleigh Medical Group prefaces calls to their internal medicine department with an Auto-Attendant, which allows callers to select who they need to reach. Dialing “0” sends a caller to the first available operator. Operators, all of whom have access to medical records and scheduling, are in a “top-down” workgroup. When the next available



operator picks up a call, they become ineligible for another call, and subsequent calls are distributed to the next operator, and so on.

“We want the ability to answer every one of the calls into Raleigh Medical Group by a human being. The more efficiency you provide for patients, the better the care they receive,” said Cox. “Our operators are able to do that with ShoreTel, as well as handle more call volume too.”



Raleigh Medical Group deployed ShoreTel to 2 locations with 266 IP phones.

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USER APPRECIATION

Raleigh Medical Group's ShorePhones are high-quality desktop telephones that are pre-configured with intuitive menu-based access to popular ShoreTel features and applications, as well as plug-and-play installation. Easy to learn, easy to use and easy to deploy, ShorePhones minimize user training and installation costs while boosting productivity.

“Our employees love the phones-especially our operators,” said Cox. “It wasn't a hard sell for them-they're powerful telephones. Features allow them to instantly route calls to another operator if they are particularly busy or if it is time for their lunch break.”

ShoreTel's Call Manager applications give Raleigh Medical Group employees complete control of their calls and their ShorePhones. With a click of a mouse, a user can manage calls, set up conferences, and play or forward a voice mail message. Additionally, when the caller ID matches the number of one of the user's Outlook contacts, the matching name is found and displayed automatically. Tight integration with Microsoft Outlook also means numbers can be dialed with the click of a mouse, conferencing can be deployed by clicking on the names of the parties involved, and intuitive menus guide users through other popular features.



“We want the ability to answer every one of the calls into Raleigh Medical Group by a human being. The more efficiency you provide for patients, the better the care they receive. Our operators are able to do that with ShoreTel, as well as handle more call volume too. We look forward to easily measuring 100% call answering and other critical statistics with the ShoreTel system.”

“While ShoreTel phones have a lot of features, it didn't take us long to train everybody,” said Cox. “And people tell each other daily about new features they 'uncover' on their ShorePhones.”

SHORETEL PROVIDES TREMENDOUS COST SAVINGS AND QUICK RETURN ON INVESTMENT

Raleigh Medical Group's Cynthia Cox estimates a savings of at least \$1,500 per month on lease costs and support of the old system alone. The non-monetary gains have been the ease-of-use and intuitiveness of the system.

In July of 2005, the practice moved its Cary, NC location to another new building. The change was seamless and virtually unnoticeable to the organization's clientele. “The only thing we were not able to continue to do during the move itself was see patients,” said Cox. “The flexibility of the ShoreTel system let us do everything else—take calls, schedule appointments, conduct conference calls, and handle other administrative matters.”

ACCESS TO DETAILED INFORMATION FOR FUTURE PLANNING

Raleigh Medical Group appreciates the thorough and easy-to-use reports the ShoreTel system provides. “With the Avaya system, we were supposed to get call detail reporting, but it never worked,” said Cox. “With ShoreTel, we know how many calls we get every day so we can make systematic changes accordingly, or simply make day-to-day configuration changes to ensure calls are distributed evenly across sites and operators. With the old system, because the Avaya reporting didn't work, we had to rely on the telco for that information. That took too long. This ShoreTel system is much more intuitive and we're in control of accessing the information ourselves.”

Raleigh Medical Group is very happy with its new ShoreTel system, reaping feature and cost-savings benefits, and the organization only anticipates even more advantages. We look forward to measuring 100% call answering and we don't doubt it will happen with ShoreTel,” said Cox. “There are so many ways this has improved our business and the lives of our employees. We look forward to more new features and to working further with ShoreTel.”