



PROVEN SOLUTIONS

Medical Data Specialist Networks Area Practices with ECS

The Challenge

When Medical Data Specialist of Maryville, Tennessee started out they functioned mainly as a billing/collection service for area doctors. After spending time in the industry, company President Ed Whitehouse realized the dilemma doctors faced when trying to increase business was not a lack of patients. Instead, he concluded business could be boosted by an efficient way to process incoming calls, make referrals, and schedule appointments. With the combination of his customers having problems with the phone system currently in place, and personnel simply being bogged down with incoming calls, Mr. Whitehouse recognized the lowered productivity was significantly affecting the quality of customer service. When Medical Data Specialist decided to expand their medical consulting business and act as a complete call center for their customers, they knew a phone system upgrade was needed.

The Solution

To launch their expansion, MDS initially networked three area healthcare providers with an ADIX APS cabinet acquired from a retiring customer. As more applications were desired an Enterprise-CS system with IP Campus was installed with the help of Teleconnect Services, an Iwatsu dealer located in Johnson City, TN. Now, MDS functions as a central calling center, handling incoming calls, scheduling appointments, and making follow up calls for its customers. Single line phones have also been installed in the checkout area that direct dial to the central calling center, allowing patients to make follow up appointments while in the office. The

system has been proven to be so effective MDS has plans to network fifteen other practices with ECSs in the Knoxville and Chattanooga areas.

The Benefits

Ed Whitehouse originally calculated that assuming the responsibilities of "receptionist" for doctors' offices would allow for three or four more patients to be seen a day. Now that the individual offices don't deal directly with appointments, personnel can focus on the patients at hand. Since the switch to IP Campus the offices have been reporting a 15% increase in productivity, and increased patient satisfaction.

- >> The point to point connection networks five ECSs, and allows MDS to efficiently transfer calls across the network.
- >> Busy lamp field displays on the telephones let the operators know at a glance who is available.
- >> Incoming calls to the call center have a specific trunk appearance for each office, which allows ACD agents to personalize greetings for incoming calls.
- >> All stations have the extra security of a 911 alert to the call center, alerting attendants of a 911 call. The function acts as a safeguard, giving attendants the ability to inform emergency services to the location of the extension that placed the call.
- >> MDS also has plans for installing Omegatrek in the doctors' offices. The handsets will be carried from room to room and allow doctors to dictate to the ECS voicemail system, saving them a bundle over their outsourced service.



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TASKE® Call Reporting Software

In real-time, MDS can monitor call center activity and evaluate customer service levels. Using Iwatsu's TASKE® Call Reporting Software for Enterprise ACD, MDS stays updated on call center events with a variety of real-time reports and capabilities:

- Comprehensive reporting on call center queue and agent activity allows MDS to schedule the appropriate number of operators accordingly
- Intelligent queue messaging, automated attendant, and on-hold announcements
- Reporting data is exportable to Excel for historical reporting, traffic analysis and forecasting at weekly MDS meetings
- Remote access permits the call center supervisor to monitor TASKE® software from anywhere via the Internet

Enterprise TOL Elite

- Centralized auto attendant allows each doctor's office to have customized greetings and routing for incoming calls
- Personalized daytime and nighttime greetings from auto attendant
- Patients on hold hear advertisements specific to the doctor they are calling
- System wide call park and paging
- Email and voice messages can be retrieved by email, cell phone or hand held PDA

