



IWATSU PROVIDES RELIEF TO MEDICAL STAFF

Gwinnett Pediatrics and Adolescent Medicine is a medical facility with two offices – one in Lawrenceville, GA and one twenty miles away in Duluth, GA. The doctors rotate from one office to another in order to serve patients in both areas. Gwinnett Pediatrics needed a telephone system to work seamlessly so that patient calls originating in one office could easily be answered or transferred to doctors or nurses at either location. Previously, they had stand-alone systems in each location, making it difficult for patients to reach doctors in a timely manner. Also, office staff was unable to transfer calls between the two offices; staff had to tell patients or vendors to dial a separate number when doctors were at the other location.

Gwinnett Pediatrics chose Business Telephone Systems of Norcross, GA and Iwatsu to take care of their needs. Rick Purnell of Business Telephone Systems immediately realized

a conventional network could not accommodate the needs of Gwinnett Pediatrics. Since Gwinnett Pediatrics was already using a digital T1 for data transfer, Campus APS was the perfect solution.

Gwinnett Pediatrics' telecommunications needs were met with Iwatsu's new Campus APS Networking solution, which linked both offices across the digital T1 line in a fully transparent network. Gwinnett Pediatrics' Campus APS network actually operates as one system with the main system in Lawrenceville and the remote system in Duluth. Now Gwinnett Pediatrics' customers can call one main telephone number and reach either office.

Because they receive a high number of important calls that need immediate attention, Gwinnett Pediatrics wanted customer calls to be answered quickly. "It was critical that Automated Call Distribution (ACD) work across the network,"

said Pick Purnell of BTS. With Campus APS and ADIX ACD, if the Lawrenceville office cannot answer the calls within a certain time frame, the calls overflow to the Duluth office. Customers receive the service required with only a short waiting period. Gwinnett Pediatrics' new Iwatsu telephone system has improved employee productivity and taken customer service to a higher level.

Automated Attendant is another big feature that prompted Gwinnett Pediatrics to choose Iwatsu's Campus APS. Gwinnett Pediatrics' medical staff spent a considerable amount of time answering routine calls and transferring incoming calls to different departments. Routine information calls, such as a request for office hours, are now handled efficiently using the Automated Attendant. This feature also easily directs calls to specific departments such as the Appointment Desk, the Billing Department, the Insurance Department, and the Medical Records Department.

Another advantage of the Campus APS Networking solution is centralized voice mail. Doctors and nurses can now access voice mail

messages from both locations with one centralized voice mail system. Also, the voice mail system takes advantage of Caller ID, enabling callers to hear customized greetings whether the caller is a patient or vendor. In emergency situations, a notification feature is programmed to immediately call a numeric pager.

By using ADIX Telephony Office-Linx 2000 to capture caller ID information into a screen pop on a desktop PC, the doctors and nurses have immediate access to the patient records for reference. Because patient records are immediately available, doctors and nurses have quick access to important patient information.

Campus APS effectively links Gwinnett Pediatrics' two medical facilities through a totally transparent voice and data network, reducing costs and increasing efficiency.



IWATSU[®]
TELECOMMUNICATIONS PRODUCTS