



VoIP offers multi-site medical clinic seamless call integration and increased savings

For more than three decades, the doctors and nurses at Southlake Clinic have been serving the residents of South King County. A trusted member of the local medical community, Southlake Clinic focuses on providing exceptional service, with state-of-the-art medical treatment and a caring staff.

Since 1970, their mission has contributed to their success and they have continually expanded by adding new specialists, new services and new locations. Initially founded as Valley Internal Medicine, Southlake Clinic has grown to be the largest multi-specialty clinic in the area providing individualized primary and specialty care to those who live and work in South King County. With an extensive group of leading specialists and primary care physicians, Southlake Clinic can meet patients' complete health-care needs now and in the future.

With nearly 260 Southlake Clinic employees spread across its headquarters and five satellite offices, the IT team at Southlake Clinic knew it needed a telecommunications upgrade. They asked their telecommunications partner All Phase, to submit a proposal for a new system that could help them achieve their goals. Once the IT team evaluated the benefits of VoIP, they decided it was time to make the switch to the new technology.

Legacy systems

"The old Executone system was aging and having many service issues," said Don Robertson, clinic administrator for Southlake Clinic. "We were unable to intelligently or seamlessly transfer calls between locations and sites which was making us misfire on our mission of providing exceptional service. Serving our patients' specific needs promptly, quickly and knowledgeably is key to our success, so it was time to switch."

VoIP was the solution

"The main goal of Southlake Clinic switching to VoIP was to introduce seamless call transitions between our headquarters and remote offices, without having to ask 'did someone answer your call?' to someone who appeared to be on hold," said Robertson. Other benefits include unified messaging, presence management and decreased costs. In addition, they had the ability to prioritize and separate calls to any location depending on urgency, such as doctor to doctor calls, urgent care calls, appointment scheduling and prescription issues.

The transition to a ShoreTel system

Southlake Clinic decided to invest in a ShoreTel VoIP system in conjunction with their clinic remodel. Robertson said, "Transitioning from our old platform to VoIP was simple because the ShoreTel system is easy to use, easy to maintain and All Phase made it seem simple to install."

The challenge

Multiple locations and an old telecommunications system with increasing service issues. In addition to its headquarters with 160 employees, Southlake Clinic has five satellite locations with an additional 100 employees. Transferring calls coming in from both doctors and patients was difficult, cumbersome and was not seamless.

The solution

Southlake Clinic turned to All Phase, who had been servicing their older telecommunications system. Southlake Clinic appreciated the customer service and expertise All Phase offered, and turned to them to help them make the switch to VoIP.

The benefits

Cost savings and improved customer service. So far, Southlake Clinic estimates it is saving up to \$30K per year on adds, moves and changes alone. Transferring calls between headquarters and satellites is now seamless. Though there is not currently a number directly tied to customer retention and good will, but they have experienced notably improved customer service as a result.



Over the course of the six-month remodel, All Phase replaced the legacy system with the ShoreTel system. For its headquarters, Southlake Clinic chose to invest in one ShoreTel server, three ShoreGear T1/PRI voice switches, and two ShoreGear 120/24 voice switches as well as IP 530 and IP 560 phones. For its satellites, Southlake Clinic chose ShoreGear 120/24 or ShoreGear 60/12 voice switches, and the same IP 530 and IP 560 phones.



No more costly adds, moves and changes

Southlake Clinic appreciates the significant decrease in cost and in time it now takes to make adds, moves and changes—especially because this task is now completed within just minutes and in-house. Moving those tasks in-house is estimated to save Southlake Clinic nearly \$20K per year, not to mention the convenience of being able to make the change within just minutes.

Optimizing existing bandwidth

Southlake Clinic still utilizes the same amount of bandwidth between sites as it did prior to VoIP, but now, instead of splitting the bandwidth between voice and data separately, it is wide open for both of them to share.

Productivity improvements

Southlake Clinic has experienced huge productivity improvements and efficiencies with employees using ShoreTel features. In addition, customer service levels have improved because calls are handled and transferred seamlessly. The staff uses the ShoreTel system to schedule appointments, confirm appointments, perform referrals, refill prescriptions and many regular/daily routines. The caller ID feature and the import feature of their contacts makes these duties much faster and more efficient.

New services

Robertson says proudly, “Our new system is more user-friendly and most importantly it allows us the opportunity to better serve our patients needs.” Plus, the ShoreTel system now allows Southlake Clinic to perform many tasks that were unimaginable with their legacy system including:

- In-house adds, moves and changes
- Holiday and clinic closure schedules and greetings—system wide
- Efficiently locating staff members at a glance using the extension monitor
- Increased space within the facilities because less equipment is required

All Phase took the time necessary to assess Southlake Clinic’s needs to identify where they legacy system was lacking. By installing VoIP they helped them not only meet technology goals, but better deliver on the organization’s mission.

“Our new system is more user-friendly and most importantly it allows us the opportunity to better serve our patients needs.”

Don Robertson

Clinic Administrator

The savings

From a telecommunications perspective, Southlake Clinic estimates it is over \$30K per year.

The goals

- Save money
- Seamless call integration with headquarters and satellite locations
- Easy auto attendant and voice mail features
- Unified messaging and communications
- Presence management
- Decreased maintenance and manageability issues
- Call and response time monitoring capabilities
- Prioritize and separate calls to any location with dependency on urgency
- Gain internal control of adds, moves and changes
- System consolidation
- Easily grow and shrink systems depending on needs

Contact All Phase to learn more about VoIP for your company, 206-363-3100.

www.allphasecom.com