HEALTHCARE SUCCESS STORY

Busy Medical Center Deploys ShoreTel Contact Center across Highly Virtualized IT Environment to Scale and Improve Patient Services

The Sacramento Family Medical Clinics, Inc. has over 47,000 patients and is continually growing across 10 locations. ShoreTel Contact Center speeds calls, improves accuracy, and streamlines hectic medical workflows.

Top quality medical care is often considered a precious commodity, especially to lower income patients in need. At Sacramento Family Medical Clinics, the goal is to deliver the benefits of university-level healthcare to the greatest number and diversity of Sacramento area families, with respect, kindness and an ever present awareness of the special difficulties confronting economically disadvantaged people.

Today, SFMC is a privately held corporation with 10 locations, including nine corporate-owned clinics and an obstetrical care facility jointly owned with Capital OBGYN. The SFMC sees about 47,000 patients annually and is continually growing to accommodate about 1,600 new patients each month. Across the enterprise are 80 examinations room to meet the current patient needs as well as an anticipated 25 percent patient growth rate.

SFMC is focused on primary care for all age groups and offers services in preventive care, episodic area for acute illness and injury, long-term care for chronic conditions, laboratory and X-ray services, pediatric and internal medicine, and psychiatric consultations. Patients can obtain physicals, immunizations, flu shots, specialist referrals, and various health maintenance options. The SFMC is staffed with medical professionals dedicated to providing quality care and many are fluent in languages other than English, including Spanish, Russian, Hmong, Hindi and Punjabi.

CHALLENGE:

- To accommodate relentless growth while improving call services for patients, vendors, and staff, SFMC needed a more flexible, feature-rich and cost-efficient call center that would integrate with existing virtualized HP environments.

SOLUTION:

The SFMC selected a ShoreTel UC Solution for optimal business agility and efficiency:

- ShoreTel Contact Center
- ShoreTel IP Phones
- ShoreTel Voice Switches
- ShoreTel GSS Support

BENEFITS:

- Lower TCO with no need to purchase server hardware, ability to scale with growth, and simpler administration.
- Greater productivity and efficiency with flexible tools, single interface, shorter learning curve, and easier collaboration.
- Better customer services with faster, accurate call routing and streamlined workflows, customizable reporting features, and 50% more calls answered by operator within a few minutes.
- Seamless integration with HP and VMware virtualized environments for faster data retrieval and cost savings by running ShoreTel on virtual servers.
Communications is absolutely vital to accomplishing all that we do here. We need to be able to communicate with patients, get them in front of doctors or routed to where they need to go, and ensure that operations are smooth and efficient,” says Scott Jenkins, IT director for SFMC.

**Seeking a Healthier Call Center Solution**

To optimally manage its burgeoning practice across Sacramento, the SFMC needs to ensure that patients can readily reach the right person at the clinics for questions and scheduling, that doctors and staff can access information easily, and that IT can effectively manage and integrate phone and business applications.

“We have so many patients and our clinics were getting overwhelmed. We wanted to implement a new call center solution that was flexible, simple and less expensive. Our last phone system vendor offered none of those things,” says Jenkins.

A new solution would need to interoperate with SFMC’s extensive HP environments, including virtualized servers and storage and thin clients running VMware, and the laptops and desktops used by doctors and medical staff. The VoIP platform would also need to integrate with Centricity, industry-specific software from GE Healthcare for electronic medical records and practice management.

SFMC chose to work with the 3GC Group, a top-notch business consulting services, to find the right VoIP vendor solution. “The sales team at 3GC was always prepared, bringing a ShoreTel engineer with them each time. They communicated well, taking us through a ShoreTel UC Solution step by step, explaining features we didn’t even know we wanted, and later helped us design call flow. We actually looked at several vendors, but the ShoreTel Contact Center and its extensive reporting tools and simplicity really won us over,” Jenkins furthers.

**Diagnosing Call Management with New Reporting Capabilities**

SFMC selected a ShoreTel UC Solution that includes ShoreTel Contact Center, and ShoreTel IP Phone licenses and ShoreTel Voice Switches. ShoreTel UC nimbly integrates voice, video and data across any device to streamline collaboration and enhance productivity. Providing a brilliantly simple approach to everything, ShoreTel is purpose built for reliable IP and business agility.

ShoreTel Contact Center promotes the health of call management by combining flexible yet sophisticated multimedia contact center capabilities to empower agents and satisfy customers. Designed to deliver a rapid return on the investment by reducing operational costs of running the call center, Contact Center gives agents a unified desktop client with all the tools needed to shrink call interaction times, route calls instantly and accurately, and supply pertinent information helpful in improving the caller experience.

“The screen pops are great, providing information in an instant so that when a patient calls in, we are getting them connected to the right person or department without delay. 3CG helped us with custom integration so that we could incorporate additional functionality into Contact Center. First, we integrated our customer database to allow for screen pops in four languages — English, Spanish, Russian, and Hmong. And we integrated with our ShoreTel system so that calls going directly to a particular clinic can be routed instead to our contact center. A screen pop will come up showing which clinic the customer called into so that our contact reps can respond appropriately,” explains Jenkins.

ShoreTel Contact Center provides advanced reporting capabilities, including pre-built performance reports, easy-to-use customizable tools for supervisors, and a rich, open call detail interaction database that can be mined for business intelligence and analytics. Contact Center will generate real-time reports on call center activities as they are happening, as well as historical statistical reports for help in evaluating past activities and planning future activities. Alerts can be set up to indicate changing conditions or when thresholds are reached.

“Having these new capabilities enables us to better understand a situation with our patients, with vendors or partners or insurance. I have 8 Contact Center reports emailed to me daily—the information is so valuable to enhancing how we run the clinics,” he notes.

“I’m a data guy and don’t really like working with phone systems. But ShoreTel has been a breath of fresh air compared to managing the old system, and it runs on our HP virtual servers for excellent interoperability and cost savings.”

Scott Jenkins
IT Director
Sacramento Family Medical Clinics
Integrating with Virtualization Environments

One of the important requirements during vendor evaluations was ensuring that the VoIP platform selected would be compatible with SFMC’s pervasive virtualization environments running VMware on HP. “We have been an HP shop for quite a while. We’ve always been a fan of HP servers, and moving to a thin client environment was important to us. We use HP servers and HP Enterprise Virtual (storage) Arrays in our data center, along with Power over Ethernet switches to run the clinics. Now we can run the ShoreTel system from our virtual servers for fast, seamless connectivity and operation,” Jenkins points out.

The ShoreTel platform is easily integrated with existing virtualized environments, for simplifying administration, reducing the costs of ownership, and improving business communications. ShoreTel applications are validated and certified for virtualized deployments, and ShoreTel’s open systems APIs and all-in-one solution help to ensure ease of use and integration with standard and custom applications, and VMware systems. ShoreTel has earned VMware Ready™ status, a thorough evaluation and testing process managed by VMware to ensure that partners makes the best use of VMware technologies and are deployment-ready in customer environments.

Additionally, ShoreTel complements HP Networking solutions to deliver quality and consistency across a variety of platforms and devices so that users can instantly access UC tools without worrying about availability issues. ShoreTel’s unique distributed voice architecture and premise-based VoIP platform combine with highly scalable, resilient and agile HP Networking infrastructure, for end-to-end UC critical to today’s modern multimedia and mobility needs. And by deploying ShoreTel in SFMC’s virtualized environment, the requirements for physical phone servers are diminished as are related power, cooling and space demands.

Integrating with Virtualization Environments

SFMC is enjoying the prognosis for brilliantly simple business IP communications and cost savings. Since deploying ShoreTel, the clinics are adeptly managing calls through the Contact Center to better serve the needs of patients. “Contact Center has allowed us to handle more calls, and at least 50 percent are being answered by a live person within a few moments so people are getting through faster to the right person. And the staff finds ShoreTel so much easier to use. Even the training was easy for them,” Jenkins details.

The corporation is benefitting from ShoreTel’s scalable architecture that allows SFMC to meet business growth needs without adding complications or costs. “The system supports our growth, as we add something like 1,600 new customers a month. ShoreTel allows us to handle the growth as we scale. I’m a data guy and don’t really like working with phone systems. But ShoreTel has been a breath of fresh air compared to managing the old system, and it runs on our HP virtual servers for excellent interoperability and cost savings,” he concludes.

About ShoreTel

ShoreTel is a provider of business communication solutions whose brilliantly simple unified communications platforms, applications and mobile UC solutions promise a new rhythm of workforce engagement and collaboration. With costly complexity eliminated by design from its award winning, all-in-one IP phone system, UC and contact center solution, and its industry leading hosted business phone system, workers enjoy a freedom and self-reliance that other providers can’t match. Users have full control to engage and collaborate, no matter the time, place or device, for the lowest cost and demand on IT resources in the industry. ShoreTel is headquartered in Sunnyvale, California, and has regional offices and partners worldwide. For more information, visit shoretel.com or shoretelsky.com

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