



CUSTOMER CASE STUDY

Georgia Reproductive Specialists.

TeleVantage Brings Dramatic Growth and Outstanding Patient Services to Busy Medical Practice

Problem

- Georgia Reproductive Specialists needed a telephone system that would easily handle a large call volume and meet the needs of patients as well as the demands of busy office and medical staff.
- With the office seeing over 800 patients per month, calls were in excess of 200 per day.
- The practice wanted control over how calls were routed, to ensure quality of care and help maintain a strong doctor/patient relationship.

Solution

- The clinic chose Vertical's TeleVantage to give them the call-handling capabilities they needed, along with future expandability.
- Improved call management with TeleVantage made the telephone system work better for everyone, which in turn made the office run more efficiently.
- The graphical user interface made it easy to process and transfer calls.

Result

- All calls are now handled correctly and efficiently, ensuring that important calls always reach the right medical personnel, and that patients get prompt attention to their questions and concerns.
- The increasing call volume is being handled without the need to hire additional office staff – a savings of over \$25,000 per year.
- Patient satisfaction is high, due to the personal attention patients receive each time they call –and both business and patients are thriving.

Georgia Reproductive Specialists is a nationally recognized medical clinic in Atlanta, Georgia, specializing in the treatment of infertility and reproductive disorders. With a busy medical and support staff of 35, the group has learned that maintaining strong patient relationships is essential to building a successful practice – but this can be a challenge when the office sees more than 800 patients per month, and receives more than 200 telephone calls each day. Georgia Reproductive Specialists is well known for its concern for the comfort, sensitivity and privacy of each patient. They understand that a patient wants to talk with a live person when they call the clinic and the staff is committed to having a knowledgeable and friendly voice on the other end of the line. Their ability to handle a patient's call promptly and efficiently – whether it is to set up an appointment, answer a medical question or provide emergency care – is critical at every stage of the patient relationship, and essential to the growth and success of the practice.

Faced with a rapidly expanding practice, the clinic needed a phone system that could grow with it, but without disruption of essential services. Their existing phone system gave them little control over how the staff managed calls, making it difficult to provide the personalized care that they felt their patients deserved. Distributing call volume evenly among associates, while ensuring adequate call coverage during hectic morning and lunch periods, was becoming a daunting task. Lost calls, or too long on hold, meant not only lost business for the clinic but also the possibility of a distressed patient or a medical problem left unattended. The staff needed a system that would easily route calls to available staff, distribute and manage information, and handle all calls efficiently at any hour of the day or night.

Open Architecture Kept Pace with Astounding Growth

Georgia Reproductive Specialists chose TeleVantage, Vertical's software-based phone system. The clinic's CEO William Mulheron immediately liked its open-ended feature set, and its ability to scale with the business as it grows. TeleVantage gave him the security of knowing he could expand the system, or make moves or changes on his own, without added fees, costly service calls or downtime.

Their decision soon proved invaluable, as TeleVantage helped them continue to provide prompt response to patients through an amazing 400 percent growth over 18 months. Since installing TeleVantage, the clinic has expanded to two additional sites and added 15,000 square feet to its original location, without disruption in telephone service.

Improved Call Handling and Quality of Service for Staff and Patients

TeleVantage immediately improved call handling and also offered a wide range of options that were unavailable with their previous system. With TeleVantage, incoming calls could be automatically routed to an available staff member, ensuring that all calls were handled efficiently, even during peak periods. In addition, the clinic used TeleVantage to create a catalog of extensions to instantly provide callers with the information they need. The medical staff especially appreciated the ability to record personalized messages for patients, and have the TeleVantage system page doctors after hours. "TeleVantage gives us a lot more flexibility in what we want to accomplish," said Mulheron. "Whether it's getting information to patients quickly, or supplying directions to patients who come to us from all around the world." According to Mulheron, the ability to program messages that change according to the time of day is a tremendous advantage, as the staff needs to communicate with people who may be receiving life-altering information. And with TeleVantage, the staff always receives the calls they are expecting as quickly as possible. TeleVantage was instrumental in guaranteeing a level of personalized communication that is very important to the professionals at Georgia Reproductive Specialists.

Advanced Call Handling Saved Time and Money

TeleVantage eliminated the need to hire additional personnel to answer the phone, saving the office more than \$25,000 each year in payroll expenses. Office productivity has also increased with TeleVantage, streamlining the workflow and allowing the administrative staff to spend more time on other tasks.

The staff is also very pleased with the ability to automate common processes. The clinic uses TeleVantage to provide details about its educational programs, to give directions to the clinic, and to accept registrations for seminars. It is also used to provide important information to patients faster and more securely at any time of day, eliminating the time pressures and privacy issues that many patients face in calling doctors from their workplace. With TeleVantage, the group can continue to expand its commitment to women's health care, while improving efficiency and keeping operating expenses in check.

TeleVantage can also be integrated with many office administration programs, such as the automated appointment reminder that Georgia Reproductive Specialists uses to call patients 48 hours before their next appointment. With the graphical user interface, the medical staff can respond to voice messages in the order they choose, making sure the important ones get answered first. "They also like being able to hear voicemail over their PC speakers," said Mulheron.

And because TeleVantage is software-based, users can transfer, forward or send calls to voice mail with drag-and-drop ease. Patients can reach a doctor who is out of the office through seamless call routing, which can transparently forward a call from the office phone to cell phone to pager at the doctor's discretion – with no interruption of the original call. And for after-hours calls, the auto attendant routes calls to the

appropriate person or service, whether the caller needs immediate emergency care or simply wants to talk to the doctor on call.

A Scalable, Across-the-Board Solution for Medical Offices

Georgia Reproductive Specialists can envision their practice growing even more and TeleVantage will continue to expand with them. The TeleVantage system is now an integral part of the process that has brought the clinic astounding growth in a short period of time – a process of continually keeping in touch with patients and responding to their concerns immediately. With TeleVantage, no matter how large the patient base becomes, each patient calling Georgia Reproductive Specialists will always feel like they are the most important one.

“TeleVantage gives us a lot more flexibility in what we want to accomplish.”

William Mulheron, CEO

Georgia Reproductive Specialists

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