west

Healthcare
heads to
the **cloud**
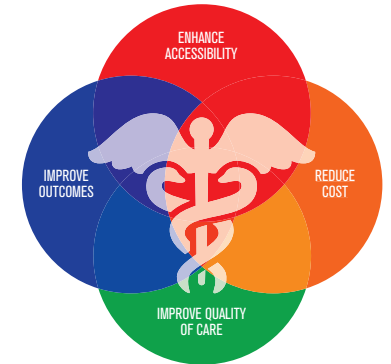# for collaboration

Healthcare is turning to **hosted solutions** for agility and savings.

Collaboration in healthcare is vital to promoting agility and maintaining accuracy. Whether it's a hospital, clinic, doctor's office, or other type of medical facility, all strive to:

- Enhance accessibility to workers, patients, and information
- Improve innovation, agility, and overall outcomes
- Deliver better patient care and support
- Keep costs low

Key Business Challenges

With quick access to critical healthcare information and knowledgeable colleagues, you can improve collaboration and ultimately, you can provide improved patient care. However, enabling optimum collaboration can pose a challenge for many firms when constraints include limited IT team capacity. In response, many healthcare organizations are implementing unified communications and collaboration services hosted in the cloud.

Unified communications (UC) combines voice, IM, presence, messaging, audio, web and video conferencing, mobility and more. While some organizations may choose to deploy on-premises UC solutions, hosted UC services allow you to sidestep costly, upfront capital expenditures without the need to hire dedicated personnel for day to day management. Benefits of hosted or cloud services include:

- Reduced capital expenses and predictable per user/per month costs.
- Quick scalability as needs change
- Frees IT team from the burden of daily telecom management.
- Protection against outages, also known as business continuity and disaster recovery.

Hosted (or cloud) UC has benefits for all industries, but for healthcare there are some unique advantages. Industry trends that have driven the shift toward hosted communications include bring your own device (BYOD), telemedicine, and the move toward patient-centered care.

FROST AND SULLIVAN PREDICTS THE U.S. HEALTHCARE CLOUD MARKET WILL REACH $3.5 BILLION BY 2020.

With hosted unified communications you can:

- Reach doctors on a single number, no matter where they are or what device they're using.
- Reduce errors through greater real-time collaboration and communication.
- Connect faster to important medical alerts, like lab results and emergency notifications, resulting in better overall care.

Patient-centered care requires close collaboration between everyone who comes in contact with the patient, including doctors, nurses, hospitals, labs and clinics. Better engagement is critical in healthcare. Not only can it influence the bottom line, but more importantly, it can positively impact a patient's health and life.

Another factor that has played a large part in the move to the cloud is the massive number of mergers and acquisitions within the healthcare sector. The complexity of managing multiple communications platforms in M&A situations often calls for a consolidation of communications platforms and the ability to accommodate new users quickly and easily.

VoiceMaxx CE, which includes Cisco HCS, provides a robust collaborative experience hosted in a secure cloud, and improves communications amongst staff, patients and vendors. The solution has helped healthcare organizations solve a variety of challenges.

ISSUES	VOICEMAXX CE SOLVES
Do mergers and acquisitions require a single solution across locations and the ability to onboard new users quickly?	●
Need collaboration tools that better connect doctors, nurses and other caregivers with patients?	●
Have a small IT team that struggles to keep up with managing multiple locations?	●

Following are customer profiles that demonstrate how West IP Communications has helped healthcare organizations overcome obstacles to provide better care and improve their operational efficiencies.

THE HEALTHCARE INDUSTRY LED THE US MARKET IN MERGERS AND ACQUISITIONS, WITH DEALS TOTALING $90.7B, OR 21.8% OF THE MARKET SHARE FOR ALL INDUSTRIES IN Q1 OF 2015 ALONE.

Thomson Reuters

St. Elizabeth Physicians
innovates patient care
FREES IT STAFF TO FOCUS ON CORE BUSINESS

St. Elizabeth Physicians (SEP) is a group of 1200 medical professionals, including more than 300 physicians, working from 89 offices in Northern Kentucky, Southwest Ohio, and Southeast Indiana. After a series of acquisitions, SEP found itself with a mix of communications systems and contact centers, none of which provided what they wanted. Their small IT team didn't have the resources to separately manage each system nor the budget to implement a centralized system on-premises.

St. Elizabeth Physician COO Jacob Bast and CEO Dr. Glenn Loomis

After teaming with Advanced Technology Consulting (ATC) and evaluating the options, SEP selected VoiceMaxx CE from West IP Communications. SEP freed up its IT staff and improved the patient experience by moving to a hosted unified communications and contact center solution. The Cisco Powered cloud service routes patient calls to the right person in any location. With cloud-based phone systems, a separate phone system is not required for each and every office location. Because hardly any actual on-premises hardware is required for UCaaS, SEP can expand to new locations, easily and cost-effectively without worrying about compromising its systems or security. West utilizes MPLS (multi-protocol label switching) and other technologies to make sure the connections are private, secure and optimized, with higher reliability than traditional communication systems.

SEP's "Your Health Line" makes it easy for patients to find a provider, office or department. Because the system is unified across all locations, a central call center is able to access records, find a physician, and schedule appointments at any of their offices. In the rare event a call is disconnected or if a patient decides not to wait on hold, the system can call the patient back.

NOW, THANKS TO VOICEMAXX CE, PATIENT HOLD TIMES HAVE BEEN CUT IN HALF AND 90% OF PATIENT ISSUES ARE RESOLVED IN THE FIRST CALL.

In addition, Bast notes, "We have been first in the region to introduce e-visits and video visits with our patients. Patients can sit in their living room and conduct a healthcare visit through electronic or video communications."

"**Service does not go down for our patients**. If our patient calls an office and for some reason the phone service is out, **the call will still be answered by another office** and the patient won't even notice," says Bast.

LEARN MORE
Watch the St. Elizabeth Physicians Case Study

International biopharmaceutical company **breaks down** collaborative barriers

When acquisitions doubled their workforce, the small IT team of this international biopharmaceutical company quickly realized they couldn't support a global telecom system. They knew they wanted a hosted solution to remove day-to-day management responsibilities while still retaining control when they needed it. Because they had plans to expand even further, they also wanted to be able to easily roll out new services and add new staff. With a preference for Cisco solutions and a desire to leverage their existing Cisco infrastructure, they were already leaning towards Cisco HCS when they issued an RFP.

Five HCS providers responded, but only West provided a complete solution backed by a superior level of expertise and quality of service. Not only that — West was also able to provide various references from satisfied customers, and demonstrated a strong relationship with Cisco.

An added benefit was West's full range of conferencing services offered by InterCall, the world's largest global conferencing provider. West IP Communications and InterCall are both owned by West Corporation. With the combined power of West, this biopharmaceutical company could also have their all of their audio, video and web conferencing needs met. The customer has been continually impressed by the West support team, as well as by VoiceMaxx CE's tight integration with best-of-breed services.

Healthcare staffing company relies on instant messaging and presence to **keep colleagues connected**

This US-based healthcare staffing organization offers nursing and skilled medical professionals a range of per diem, travel, and local contract assignments.

When they contacted West, the firm had more than 30 branch locations, each with its own phone system. With plans to grow, the company knew they needed to consolidate the disparate communication systems onto a single platform, but didn't want to hire extra staff to implement the initial project and manage it on a daily basis. A critical feature request was integration with their Microsoft Outlook Calendar presence, so staff could instantly see each other's availability. Finally, they were seeking a more affordable and predictable monthly cost model.

Instead of blanketing the branches with full-profile users, West worked with the company to keep costs down. Taking each of their nearly 250 users into consideration, West determined which feature sets individuals would need from the system so their requirements matched up to the various user bundles available.

Now workers across the country can quickly and easily stay connected thanks to instant messaging and presence capabilities, as well as the integration of presence information within Outlook.

The company appreciated West's personalized approach, from on-site visits and tours of West's facilities, to the time taken to tailor user-specific profiles in order to get the most value at the best price. They're also interested in implementing other Cisco solutions down the road — so working with the experts at West just made sense.

ZS Associates is widely known and regarded for their consulting practice and solutions aimed at pharmaceutical and healthcare companies.

With more than 2000 employees and 20 offices around the globe, ZS turned to West to unite their mobile workforce onto a single, user-friendly collaboration platform.

Watch the video case study featuring Mark Kocour, CIO of ZS Associates, to learn more.

Multi-location community health provider **consolidates** voice and network providers

One of the largest behavioral health providers in the state of Arizona was struggling to manage multiple PBXs. Aside from the logistical difficulties of having just three people to manage numerous voice systems (and the rest of their IT infrastructure) across 26 locations, it was also problematic to deal with different maintenance agreements and billing from various carriers. Vendor consolidation would be key.

During the discovery process, West learned they had been experiencing several issues with their current network providers, including poor customer service, lengthy response times, service outages, and billing issues.

West delivered VoiceMaxx CE along with the Maxxis Application Aware Network, which would solve both voice and networking concerns. Now, the healthcare firm enjoys high quality voice and network services from a single vendor, which has simplified and improved the customer service and billing processes. Because the VoiceMaxx CE and Maxxis are hosted services, the IT team can focus on other core issues instead of daily voice and network maintenance.

The firm also wanted to ensure their workers would embrace the new voice platform, so they engaged West's professional training team to deliver both onsite and webinar training.

THE ORGANIZATION PREFERRED CISCO SOLUTIONS AND INITIALLY THEY WERE INTENDING TO GO WITH AN ON-PREMISES SOLUTION, BUT A CLOUD SYSTEM PROVED TO BE MORE EFFICIENT FOR THEIR SMALL TEAM TO MANAGE.

82% OF IT PROFESSIONALS IN HEALTHCARE SETTINGS SAID THEIR INVESTMENT IN CLOUD SERVICES AND APPLICATIONS IS INCREASING IN 2015.
TechTarget

Ready to learn more?
Give us a call.
1.800.841.9000

About West Healthcare

West helps healthcare providers, payers, employers, pharmacy organizations, and ACOs optimize communications, drive better patient activation, and lower the overall cost of delivering care. Whether you want to increase immunization and screening rates, reduce hospital re-admissions for patients with chronic disease, or improve the patient experience and operational efficiency in your patient access centers, the West Engagement Center™ is the communication linchpin for engaging and activating patient populations across the entire care continuum.

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