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Strata CIX VoIP Business Communication System

Toshiba VoIP Telephone System Proves the Right Remedy for Interventional Cardiologists of Gainesville

Located in Gainesville, Florida, Interventional Cardiologists of Gainesville (IVC) provides cardiovascular healthcare services with state-of-the-art diagnostic and therapeutic technologies. With the mission of providing the highest-possible quality of care to its patients, IVC's team prides itself on helping patients be involved in their own health care, making good decisions and providing exceptional patient communication.

IVC maintains headquarters in Gainesville as well as a smaller office in Lake City, Florida, both of which provide patient care. IVC's physicians provide care beyond

the treatment, including consulting time to help patients understand their options, treatments, and expected outcomes as well as what is required of them to aid in their recovery.

When IVC needed a new business telephone system to handle hundreds of incoming calls it receives every day, it turned to ComSys, an Authorized Toshiba Dealer headquartered in Gainesville, Florida. Founded in 1981, ComSys has been an Authorized Toshiba Dealer for six years.



From left, Don Bugos and Margarita Purvis of ComSys worked with Lonn McDowell of IVC and Joel Grandshaw, ComSys' Toshiba Platinum Certified Technician, to create a VoIP system that will save IVC \$200,000 in five years.



Lonn McDowell of IVC and Don Bugos of ComSys discuss using Network eManager to remotely administer the Toshiba CIX VoIP systems at both of IVC's locations.



Joel Grandshaw of ComSys and Lonn McDowell of IVC in the IVC headquarters telephone room with the Toshiba Strata CIX670, which is networked to a Strata CIX100 miles away via Toshiba Strata Net networking.

Mission: Deliver Networked System for Productivity and Cost Savings

Margarita Purvis, major accounts manager of ComSys, recommended that IVC move to a Toshiba Strata® CIX™ IP business telephone system. She said, "Toshiba is unmatched for its reliability, warranty, and vast array of features and applications. We knew it would be the right choice for IVC."

Lonn McDowell, CEO of IVC, specified a system that would seamlessly network the two offices and allow for centralized answering and patient scheduling, provide unified messaging, provide remote access for administration, improve HIPAA compliance, and protect against surges, power fluctuations and lightning.

The system needed call accounting to help McDowell manage staffing by tracking calls to predict busy periods. He also wanted the employees to be able to record calls. Plus, he wanted to have all the applications run on a single server to save money and deliver a more integrated system.

In addition, McDowell wanted to be able to route calls directly to the right person or department without the necessity of being answered by a receptionist first. He wanted the system to be able to forward after-hours emergency calls directly to the physician on-call to avoid any delays in care and at the same time eliminate the need for an answering service.

It was also essential that the system be HIPAA compliant in protecting patient privacy. And, he wanted to do it all at an exceptional price and with the longest possible warranty.

Solution: Toshiba Strata CIX VoIP System Met the Practice's Goals

Designed by the ComSys team, IVC's business telephone system consists of a Strata CIX670 VoIP communication system located at the Gainesville headquarters and a Strata CIX100 system at the Lake City location. The systems are networked together using Toshiba's Strata Net over a high-speed Internet connection with MPLS protocol.

The Strata CIX670 system also includes Toshiba's Strata Media Application Server (MAS) that houses multiple applications including Toshiba Stratagy® ES Voice Processing, Network eManager®, Unified Messaging, Fax Feature Group and Call Accounting Software.

There are a variety of endpoints at both locations, including display telephones, wireless headsets and attendant consoles. The digital display desk telephones are automatically updated whenever there is an employee extension change, so there is no need for individual programming or paper labels.

To defy outages due to lightning strikes, ComSys installed central office line protection for the copper lines and ITWLINX equipment to protect the PRI service. To guard against all types of power outages, the system's cabinets are supported by 24-hour back-up battery units.

Don Bugos, president of ComSys, said, "IVC needed a business telephone system that would deliver unparalleled reliability in a scalable solution. Toshiba has a proven reputation for having the most reliable systems in the industry with the most comprehensive applications, which is why it was the perfect solution for IVC."

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Result #1:

Networked System Unifies Employees at Both Locations

Using Toshiba's Strata Net, ComSys networked the two Toshiba systems using a VoIP solution, which helped reduce costs by approximately \$1,000 per month and improved system integration.

McDowell said, "Even though our offices are miles apart, the networked Toshiba business telephone systems function as a single entity. With unified messaging, faxing, centralized answering, call transfers, and four-digit direct extension dialing, it's as if all our employees are in a single location."

ComSys also designed a cost-effective Least Call Routing application that routes all long distance calls from the Lake City office over a PRI circuit on the Gainesville system, virtually eliminating all long distance costs.

Result #2:

HIPAA Compliance at the Touch of a Button

Meeting HIPAA requirements was a high priority for the new telephone system. Purvis said, "Toshiba's integration with Microsoft® Outlook® gives the users a HIPAA-compliant unified messaging solution that also improves their productivity."

Users can now manage all of their email, fax and voice mail communications through Outlook, allowing them to easily sort for importance. McDowell said, "It improves productivity to view all your email, faxes and voice messages in Outlook. It's very easy to listen to voice mail through Outlook, and it's completely private using wireless headsets or a handset."

The Toshiba unified messaging solution has eliminated the need for paper fax machines at IVC. Now, all employees have their own fax numbers that deliver faxes privately and securely to their desktops. The faxes can be electronically attached to a patient's record, no longer requiring the faxes to be scanned into the system. All relevant emails, faxes, voice messages and recorded conversations can easily be attached to the patient's record.

McDowell said, "We are saving in excess of \$7,200 per year by eliminating our fax machines. No more fax machine maintenance, replacement of drums or toner, and the risk of a confidential fax sitting on the machine in an open area."

Result #3:

Call Accounting Ensures That Staffing Can Handle Peak Calling Periods

McDowell uses Call Accounting software to track and manage incoming calls. He said, "Tracking the calls allows us to predict peak calling periods so we can staff appropriately."

He added, "With hundreds of incoming calls every day, we want to make sure they are all answered quickly with no or minimal hold time."

Result #4:

In-House Administration With Network eManager

McDowell uses Toshiba's Network eManager to administer the entire system from his desktop PC. The Network eManager application resides on the Toshiba Strata MAS.

He said, "Using Network eManager, we are able to set up an after-hours emergency call-forwarding schedule based on the physicians' on-call schedules a month in advance. This ensures that incoming emergency calls are routed directly to the cell phone of the on-call physician without any delays."

"I can also remotely administer the Toshiba systems at both facilities, including adds, moves and changes as well as other administrative tasks. If the on-call doctor changes for any reason, I can connect to the system remotely and make changes on the fly – saving us the cost of a service call or having to drive to the office to make the change," he added.



Authorized Toshiba Dealer ComSys is there anytime the IVC team needs help with their business telephone system.

Bottom Line:

Toshiba Helps IVC Save Nearly \$200,000, Support HIPAA Compliance, Improve Productivity

Moving to the Toshiba Strata CIX business telephone system helped IVC save nearly \$200,000 over five years, including:

- \$12,000 annually in networking costs by utilizing a high-speed Internet connection with MPLS protocol and QoS voice prioritization;
- \$12,000 annually by having all applications on the Toshiba Strata MAS server rather than on multiple servers;
- \$3,600 annually by eliminating the need for an answering service and using the Strata MAS for after-hours on-call physician scheduling;
- More than \$12,000 annually in eliminated labor costs by using Toshiba's five-year warranty; and
- \$7,200 annually by eliminating fax machines and using Toshiba's unified messaging with individual fax numbers for each employee.

In the first year alone, IVC saved nearly \$50,000 over its previous business telephone system while significantly improving productivity and patient communication.

McDowell said, "Together, Toshiba and ComSys exceeded our expectations for a unified business telephone system that delivers on all of our goals and provides significant cost savings. The Toshiba Strata CIX business telephone system is absolutely the right remedy for IVC's communications."