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Success Story



Ophthalmology Group Realizes Cost Efficiencies and Optimizes Patient Care With Networked **OfficeServ™** Solution

BUSINESS CHALLENGE

For a patient-focused, multi-office ophthalmology group like Michigan Eyecare Institute, cost-effectively managing inter-office and patient communications was a daunting task. The organization had one telecommunications system for its main Southfield office and disparate systems at its remote Livonia and Dearborn locations. Telephone system inefficiencies were placing a burden on Michigan Eyecare's overall operating costs while also compromising its ability to provide personalized care. Limitations of the system consisted of the following:

- Handling billing and prescription refill requests between offices was difficult.
- Each office scheduled appointments independently making the process inconvenient.
- Incoming calls were delayed when call volume was too high or a site reception area was temporarily unattended.
- Doctors and office managers had trouble communicating with other staff members while moving between sites.
- Continual communication between offices resulted in high carrier service costs.

SOLUTION

Michigan Eyecare turned to Telcom Corp, an authorized Samsung Business Communication Systems (BCS) dealer, for help. Doug Haldane and Joren Carlson of Telcom Corp recommended the installation of a Samsung **OfficeServ™** 7100 system at each location, which enabled seamless networking within all three sites. This allowed Michigan Eyecare to centralize its processes and address all of its needs.

- Using an Auto Attendant feature and advanced networking software (SPNet) to integrate the **OfficeServ** platforms, calls can now be directed from any site to the centralized billing department and prescription refills extension.
- Converged voice and data over the **OfficeServ** platform allows for a centralized appointment system so that patient calls can be answered at any site and transferred directly to the closest location for appointment scheduling.
- Enhanced networking technology enables managers to answer calls and check voice mail messages from all three locations.
- A PRI line provides cost savings by eliminating pricey inbound/outbound voice lines and offers eligibility for better rates for local/long distance service.
- For added convenience, DID numbers allow callers to dial select individuals directly without operator assistance.

QUOTE

“With the help of the Samsung **OfficeServ** networked solution, we are able to give patients the attention they deserve and we've enhanced our overall operational efficiency in the process.”

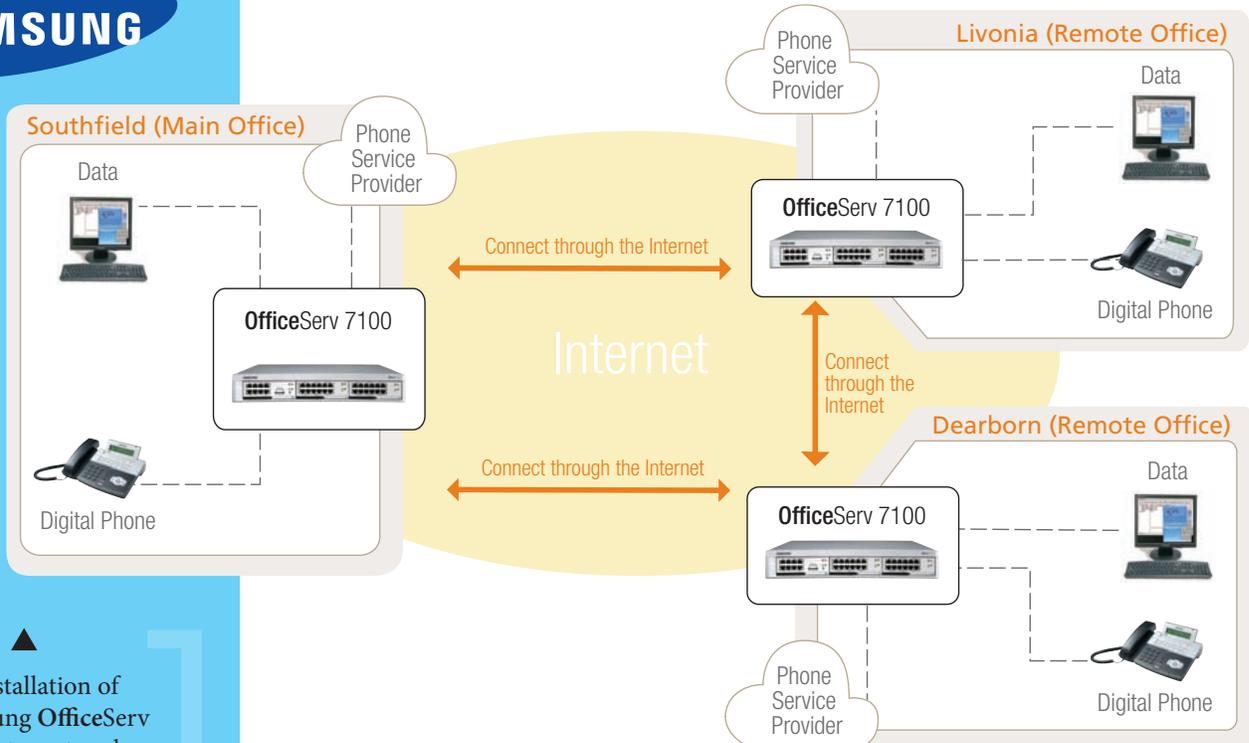
Rick Lohr
CEO

Michigan Eyecare Institute

ABOUT

Michigan Eyecare Institute uses the latest technology available to help treat nearsightedness, farsightedness, astigmatism, vision-threatening conditions and provide preventative care. Through its American Board-Certified ophthalmologists, it provides personalized care to fit individual lifestyles.

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The installation of the Samsung OfficeServ 7100 system at each location has an enabled seamless networking within all three sites, improving staff efficiency and patient satisfaction.

RESULTS

Installation of the networked OfficeServ platforms in each location has provided Michigan Eyecare instant connectivity from an all-in-one converged technology. The result has been enhanced patient communications as well as immediate savings and operational efficiencies for Michigan Eyecare. The following benefits have been realized by the group since the inception of the new telephone system.

- Staff productivity and patient satisfaction have improved due to centralized billing and prescription refill functionalities.
- Calls are routed more quickly thanks to proper implementation of the Auto Attendant feature.
- Calendar conflicts are no longer an issue since the simplified appointment scheduling process has been put in place.
- Staff responsiveness is at an all-time high as a result of the back-up support for incoming calls made possible by the system. If call volume at one location is high or a site receptionist is momentarily unavailable, calls can be overflowed to another location.
- Office and billing managers moving between sites have greater access to one another.
- Carrier service costs were reduced by more than 25 percent.
- Increased staffing flexibility and greater efficiency with administrative tasks facilitates continued success and improves profit margin.

FUTURE BENEFITS

“When Michigan Eyecare is ready to grow again, the system is flexible enough to accommodate its needs,” said Haldane. “Possible future enhancements that would allow greater interaction among doctors and managers moving from office to office are wireless access points and mobile extensions. Wireless access points facilitate the use of wireless phones within each office, and mobile extensions can essentially turn remote phones into fully functioning handsets, enabling doctors to receive emergency calls without sharing their cellular phone numbers.”