Improving Patient Care with Switchvox

A dose of Switchvox can improve the way your office communicates
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Digium delivers advanced, affordable VoIP solutions to the healthcare industry
A VoIP business phone system needs to help you do more than just answer calls. With Digium’s Switchvox combining all office communications, including phone, fax, chat, and mobility, an organization can connect staff and patients in minutes, reduce response times, and have immediate access to patient data, anywhere.

**Healthcare Innovations**

Through continual technological advances, the healthcare industry is rapidly evolving. Game-changing innovations include computerized Electronic Medical Record (EMR) and Electronic Health Record (EHR) systems. Soon all medical charts will only exist on computers; therefore, it is important that a facility’s phone system can provide safe data storage. With capabilities such as call recording, call monitoring and more, Switchvox can help practices to achieve HIPAA compliance through secure, non-SMS, encrypted messaging, invulnerable access to data through web portals, and other security features.
A Unified Communications (UC) system can connect healthcare organizations with multiple locations and help to improve the patient experience across the practice. With powerful collaboration features, such as scheduling and 24/7 contact applications, UC can streamline daily functions within the organization. A VoIP UC plan can also save medical practices up to 70% on monthly telephony costs.

Some practices (and their patients) benefit from Patient Care System (PCS) integration with Switchvox, Digium’s popular UC solution. This integration can give staff members immediate access to vital, automated medical information – regardless of their location.
Switchvox features that benefit healthcare organizations

**Switchvox Switchboard** With some simple development, the Switchboard feature allows you to pull up patient records right on your computer every time a patient calls, giving you instant access to important information and moving the industry a step closer to EMR and EHR.

**Call Recording** The Switchvox call recording feature significantly improves patient response and care.

**Multisite Features** The multisite feature allows you to connect to multiple offices using only extension numbers, allowing simultaneous contact with all employees.

**Mobility** The mobility feature makes it easy for on-the-go healthcare providers to keep in touch with patients — no matter where they are. Calls made from the Switchvox Softphone for iOS and Android displays the user’s work caller-ID, allowing for doctors and nurses to maintain a better work/personal life balance.

**Queues/ACD Functionality** Call queues direct customers right where they need to be. You can also upload music, record announcements, and even let your callers know how soon they can expect to talk to someone.

**Reporting Capability** Switchvox Queue Reporting instantly shows you meaningful trends with graphical charts. By monitoring trends, you will be able to improve your customer service and sales.

**Automatic Reminders** As an automated system, Switchvox easily integrates with third party solutions, making appointment reminders simple and able to significantly save valuable personnel time.

**Video Conferencing** Switchvox’s integration with Lifesize® provides an HD video conferencing feature that helps improve accuracy and communication between healthcare providers and patients. This beneficial feature can expand opportunities for Telehealth solutions.
**Switchvox Success Stories**

Cost-efficient Switchvox helps improve an organization’s quality of service. Strategic Health Care of Santa Barbara is not only impressed with the features, but the company is also **saving more than $25,000 a year** in user costs.

Among the reasons for selecting Digium was the flexibility of the Switchvox Unified Communications solution, which delivers web interface applications directly to the telephone handset. Known for its user-friendly edge with administrators, it also has a price point advantage. The business-critical features that businesses require today are already included in the price of the appliance, rather than priced separately as add-on features.
Three years ago, Cullman Primary Care Multispecialty Group replaced multiple telephone systems used across their office locations with a single Digium Switchvox IP telephony solution. The decision not only solved a number of communications problems for the medical center, but it also helped reduce telephone costs by 40%.

Now, Cullman Primary Care is learning how they can continue to meet the growing demands of an expanding medical center. They will be able to take advantage of further customization without having to invest in the expensive upgrades common to proprietary phone systems — without sacrificing quality or technical support.
Cullman Primary Care consists of multiple, community-oriented patient care centers and doctors’ groups throughout Cullman, Alabama. The busy medical center has approximately 100 employees working at the hospital, while about 80 employees work at other locations. Before making the switch to a single UC solution, each location had its own phone system. Darrell Reaves, President of CPC Consultants, explains, “They never knew who of their many phone vendors to call when they had a problem.”

Reaves continues, “Also, if someone called for a doctor at one facility, and that doctor was located at another, it was difficult to transfer the call because there was no transparency between the facilities. They had to give the caller a different number to call or transfer the call outside the system, overloading facilities and causing constant customer complaints of not being able to get through. In the emergency medical field, that was a huge disadvantage.”

Cullman Primary Care replaced multiple telephone systems with Switchvox, solving a number of communications problems and reducing telephone costs by 40%.
“With Switchvox, we will program the route table with their caller ID so their call will go directly to their doctor or nurse without them having to go through the auto attendant. Older patients will really like that feature!”

Darrell Reaves  
President,  
ICS (CPC Consultants)

The entire organization is now equipped with Switchvox. In addition to the benefits of a single, unified phone system, administrators are able to pull up a screen and see who is calling, and they can even block calls and reroute them. Another big improvement is the ability to forward calls from any of the multiple locations as though they were all in one location without the caller knowing any differently.

“A new feature being offered to Cullman Primary Care is the ability to automatically route calls based on caller ID,” Reaves says. Although this may seem standard practice in today’s IP environment, Reaves explains that many older people do not like auto attendants. “They have a hard time following the menus and do not like having to punch in a bunch of numbers and listen to multiple messages to reach their doctor or nurse.”
Patient service is the number one priority for the 20 medical professionals working at the Kidney Specialists of Minnesota, P.A. (KSM). In addition to patient communications, the list of features and priorities KSM required from their new phone system included enterprise SIP to cut down on costly, time-consuming, and complex communications management across their multiple locations.

The implementation of Switchvox went smoothly for KSM. They deployed the Switchvox 360, which is designed for up to 400 users needing high performance and high redundancy. They also purchased more than 80 Digium high definition D40 phone sets and about 20 D70 executive phones.

With a single Switchvox appliance at their main Brooklyn Center location, KSM could install and maintain local voice trunks without incurring long distance charges among their four offices, and share call capacity dynamically across the enterprise. This single integrated hub allowed for 4-digit dialing between their 85 to 90 doctors and employees, and the ability to forward and transfer calls between sites. The doctors utilize Switchvox Mobile in order to stay in touch with patients after hours, keeping their personal numbers private.

Since migrating off their legacy phone system, KSM has already experienced a huge gain from efficiency savings. “We went from the smallest changes on our old system taking days, and even weeks, to get done, to now being able to add or make changes in minutes and seconds with Switchvox.”
“We looked at many options and sat through demos with all the big name systems... when we went through the Switchvox webinar and demo, the mix of features and price points for that system were definitely the deciding factor.”

Brian Steingraber, KSM Director, Information Technology
HudsonAlpha maintains their cutting edge with Digium IP Phones

HudsonAlpha is a world-class, not-for-profit, genomics-based, biotechnology research institute. Founder Jim Hudson requires a robust, redundant phone system that supports multiple tenants, and Digium’s Asterisk-based products allow for a tailor-made solution.

Digium products help high-tech medical and research organizations.
HudsonAlpha’s new phone system includes a pair of active/passive call managers, which handle phone registrations and internal call routing, a pair of active call gateways for external call routing, and a pair of active/passive MySQL database/shared file servers. Going forward, any new endpoints will be selected from the line of Digium IP phones. HudsonAlpha has expanded and recently finished a third building on its 153-acre campus, which will be configured with Digium IP phones to accommodate new tenants.

Employees have provided nothing but acclaim for their new Digium IP phones, particularly citing the sound quality and clarity. The visual voicemail feature allows for browsing instead of forcing users to sequentially play each message. With no need to reboot phones, loading and reloading contact lists is a breeze. Digium phones easily integrate into both Asterisk and Switchvox, connecting easily to a PBX. The phones have been well received not only by HudsonAlpha users, but by customers throughout the world.
The Inland Eye Specialists (IES) medical offices have 150 employees, including 17 board-certified surgeons, optometrists, and licensed optical specialists. With plans for a new call center, Aaron Reymann, Director of Operations, was looking for a flexible telecommunications system that was compatible with their patient management software, supported future upgrades, and would act as a hub for their five locations nestled across California’s wine country.
Inland Eye Specialists revolutionize patient experience with Switchvox

After fully implementing their new Digium Switchvox 470 with advanced UC features, Eyecare Services Partners, a national ophthalmologic, optometric, and ambulatory corporation, purchased the IES brand. After seeing the adaptability and efficiency of the call center with its Switchvox telecommunications set-up, they expressed a desire to replicate it at many of their other practices.

Since the transition to Switchvox, calls can be better routed to minimize the impact of constant calls on the front office, and patients have taken notice, saying the office is much quieter and calmer.

“We set up the IVR so calls never ring directly to the front desk, but instead go into the call center. The ability to track calls and pull reports has shown that the practice is getting an unprecedented 100 calls per call center team member per day, so you can understand how hectic it was before,” says Reymann.

“I can change the call flow to and from certain departments, change call options, change extensions, and move phones whenever I need to – something that was very time-consuming with the Nortel. In addition, we have several employees who move from office-to-office and don’t really have desks of their own. Switchvox mobility allows those employees to use softphones and they love it.”

“I don’t believe you can save yourself rich,” Reymann says, “but we save a lot of money with our Switchvox. Digium’s fantastic price points were much better than those of other systems we demoed. When you consider the deal we got to buy the system outright rather than going with a hosted or cloud system, Switchvox was just what we wanted and needed!”
### Digium Phones Designed Exclusively for Switchvox

VoIP phones from Digium are the first designed exclusively for Switchvox. Offering the tightest integration possible, these phones save time by incorporating plug-and-play installation. Extend your Switchvox system to your desktop phone with built-in apps or build your own apps with an open API. You can customize your complete communications experience whether you’re in the office or on the road.

<table>
<thead>
<tr>
<th>Model</th>
<th>Entry-level</th>
<th>Mid-level</th>
<th>Executive-level</th>
</tr>
</thead>
<tbody>
<tr>
<td>D40/D45</td>
<td>Digium’s entry-level phone with 2 line keys. This is Digium’s best value phone designed for any employee in the company.</td>
<td>Digium’s mid-level phone with 4 line keys and 10 rapid dial/busy lamp field keys for your most important contacts.</td>
<td>Digium’s executive-level phone with 6 line keys designed for administrators and executives who need to manage up to 100 contacts.</td>
</tr>
<tr>
<td>Line Keys</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Feature Keys</td>
<td>4</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Rapid Dial/ Busy Lamp Field Keys</td>
<td>0</td>
<td>10 keys</td>
<td>10 keys - 100 contacts</td>
</tr>
<tr>
<td>Ethernet LAN and PC Port</td>
<td>10/100Base-T (D40) 10/100/1000Base-T (D45)</td>
<td>10/100Base-T</td>
<td>10/100/1000Base-T</td>
</tr>
</tbody>
</table>

Make Your Business More Efficient

All Models Include:
- HDVoice
- Power Over Ethernet (POE)
- Interactive Voicemail
- Interactive, Real-time Status
- Parked Calls
- Contacts
- Transfer and Conference Calls
- Call Log
- Record and Monitor Calls
- Agent/Manager Queue

Learn more at www.digium.com/phones
Do more than just talk!

Count on Digium’s Switchvox UC to help you easily transition from a basic phone system to a feature-rich Unified Communications solution.

“SMBs are always on the lookout for ways to simplify their infrastructure without compromising on all the benefits that technology provides. This is especially true when it comes to business phone systems. Digium’s Switchvox Cloud lets users take advantage of all the Unified Communications features found in its premises product, now in the cloud and with a simple migration path and low per user pricing.”

Richard Costello
Senior Research Analyst, Enterprise Communications Infrastructure, IDC

In an effort to provide a similar solution accessible to everyone, Digium offers Switchvox – a full Unified Communications solution, built on the power of Asterisk.

Switchvox is a business phone system specifically developed for small- and mid-sized businesses and organizations that want the power of the open source Asterisk solution, but without the need for custom development skills for installation. The advanced features, ease-of-use, and simple out-of-the-box setup make Switchvox an ideal solution for organizations with limited technical staff.

A full-featured UC solution, fueled by the innovation of open source technology and open standards, Switchvox allows users to integrate their phone system with existing networks while allowing them all of the necessary advanced features they need at a price they can afford. Most importantly, by using Asterisk open source software as the foundation for Switchvox, Digium is able to provide a communications system with superior capabilities for a fraction of the cost of proprietary systems.

Digium’s Switchvox solution delivers UC features everywhere you need it: on-site, in the cloud, and via mobile.

Get started at www.digium.com/switchvox
Digium. We’re changing the way businesses communicate.

Founded in 1999, Digium is the creator and primary developer of Asterisk, the industry’s first open source telephony platform. More than one million customers in 125 countries have deployed Asterisk-based systems. Digium is committed to ending the days of expensive, proprietary telecom. The Switchvox family of Unified Communications solutions is built on Asterisk and is designed to provide enterprise class features at affordable prices for small and medium businesses. The award-winning line of Switchvox IP PBX phone systems provides more than a phone system—it delivers a Unified Communications platform that integrates multiple features that increase productivity and lower monthly communication costs. It’s the affordable solution with a proven return on investment for businesses with 10 to 600 users. Learn more at digium.com/switchvox

Want more information on Switchvox? Take a virtual tour of this powerful Unified Communications platform: www.digium.com/switchvox

Contact us – we’re here to help. Talk with a Switchvox specialist: 1 877 344 4861 1 256 428 6271 sales@digium.com

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