



Industry: Healthcare

Installation: 3 locations, 5 ShoreGear voice switches, 60 ShorePhone IP telephones

Date of Install: July 2006



Challenge:

DeHaven Eye Clinic had outgrown its old Nortel PBX-based telephone system. An upgrade meant an entire rip-and-replace, so the clinic decided it was time to look at different vendors, including IP telephony solution providers. The clinic needed a solution that would be easy to manage from in-house, one that would scale as the clinic grew, and one that would meet the rigorous demands of a healthcare organization.

Solution:

ShoreTel provided the clinic with a comprehensive solution including ShoreGear voice switches, ShorePhone IP telephones, and ShoreWare Director for end-to-end management.

Benefits:

- DeHaven Eye Clinic saves 50% in long distance charges every month because inter-office calls utilize the clinic's existing infrastructure, and \$500 a month in line charges.
- Patients enjoy calls being answered by a person with ShoreTel Workgroups, rather than voice mail or auto attendant
- ShorePhone IP telephones allow workers who multi-task and have limited desk space to work from anywhere with a laptop.
- ShoreTel's Find Me capability ensures patients reach the doctors or clinicians they need, when they need them.

DEHAVEN EYE CLINIC SEES SAVINGS AND CUSTOMER SERVICE IMPROVEMENTS WITH SHORETEL IP TELEPHONY

ShoreTel IP Telephony System Saves Clinic in Long Distance and Line Charges, and Improves Internal and External Communications

The vision for DeHaven Eye Clinic was first brought to East Texas by C. R. DeHaven, M.D. He knew that the communities in the area needed dedicated, compassionate professionals who would seek the best ways to care for patients. Since that day in 1964, DeHaven Eye Clinic has been the leading vision health provider to East Texans and has been the first to offer many of the advances in the area.

In early 2006, DeHaven Eye Clinic had an outdated Nortel PBX-based telephone system that wasn't performing properly and was unable to accommodate the company's planned growth. Voice mail messages were being lost, sometimes retrieved days later, and calls were being dropped because the system was simply maxed out. In order to add more extensions, DeHaven Eye Clinic would have had to replace the smaller system with an entirely new Nortel system. Donna Rayborn, one of the clinic's manager, and Christopher Morris, the clinic's IT manager, decided it was time to look into replacing the telephone system and started looking at IP telephony solutions.

SEEING IS BELIEVING

DeHaven has been working with technology integrator and value-added reseller, Advanced Communications, for a few years, so Rayborn and Morris visited the organization to learn more about IP telephony solutions in early 2006. Randy Gann, President of Advanced Communications, presented a solution from ShoreTel®, and DeHaven Eye Clinic also looked at a carrier-based solution. However, the decision quickly became clear to DeHaven that ShoreTel was the right solution for them.

"We immediately realized and appreciated ShoreTel's focus on customer satisfaction," said Rayborn. "Advanced Communications is provided with incentives to achieve high scores for customer satisfaction. That's not the way things are with many other vendors—we've had past experience where we've been ignored by other vendors after the sale and our reseller's left to figure things out. That was the first thing we learned about ShoreTel, their excellent focus on customer satisfaction, and things only got better from there."

DeHaven Eye Clinic took a closer look at the ShoreTel IP telephony system, saw a demo at its Tyler office, and talked to customer references. After all of these steps were taken and after hearing the high praises Advanced Communications gave it (Advanced had other ShoreTel customers), DeHaven



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Manager,
DeHaven Eye Clinic

Eye Clinic chose ShoreTel for its IP telephony solution. ShoreTel provided the clinic with one ShoreGear® T1, two ShoreGear 40, and two ShoreGear 120 voice switches for its Jacksonville, Longview and Tyler locations, as well as approximately 60 ShorePhone™ IP telephones.

SHORETEL SIMPLIFIES AND SAVES

ShoreTel IP telephony systems are easy to use, simple to manage, flexible, and reliable. With the ShoreTel system in place, all DeHaven Eye Clinic employees are now on the same phone and voice mail system, using 4-digit dialing to reach employees at any branch and even dialing co-workers by name. “The ShoreTel system is easy to use and everybody loves it,” said Rayborn. “It was an easy transition from the old system to ShoreTel—ShoreTel is just so simple.”

The clinic is able to minimize costs by sending inter-office calls over the data network, therefore avoiding toll charges. Least-cost routing also allows the clinic to capitalize on the existing infrastructure to bypass tolls. For instance, if an employee in the Longview office calls a customer in Tyler, the call is routed through the clinic’s data lines, through the Tyler branch, and out to the customer, thus bypassing toll charges.

“With ShoreTel in place, we estimate our long distance rates have dropped about 50 percent—many of these calls were office to office—long distance between Tyler and Longview,” said Rayborn. “Now all of these are local calls. Also, if a call now is not long distance for Longview, then it’s no longer long distance for Tyler. We have also been able to eliminate quite a few phone lines—probably around 20 phone lines, saving us \$500 per month.”

SHOREPHONES OR SOFTPHONES: BOTH A PERFECT FIT

The ShoreTel IP telephony system provides integrated messaging, such as directory dialing, contact screen pop, and calendar integration. This means that in addition to ShoreTel’s highly functional telephones, DeHaven Eye Clinic employees get unified messaging so voice mail shows up in their e-mail inbox, desktop call control allows them to control the way their phones work, and features like Find Me allows them to have calls track them down wherever they are—at their desk, on their cell phone, or at home if they choose.

“Many of my staff use the Find Me feature—it’s extremely important to remain accessible in the healthcare industry, obviously,” said Rayborn. “With Find Me, I can go anywhere I want to and since I take calls rather than utilizing an answering service, the after-hours calls follow me. I also like the fact that I can see every phone number of each patient calling in. I’m able to see a call history, and I’m able to see information about each caller before I pick up the call. That’s very valuable information to have.”

The friendly, graphical interface of ShoreWare® Personal Call Manager provides easy access to sophisticated features, including on-the-fly conferencing and document sharing. Personal Call Manager also includes SoftPhone, a utility that delivers telephony capabilities to any PC. With calls directed to a laptop and a headset plugged into the USB port, employees can work from anywhere.



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– Christopher Morris
IT Manager,
DeHaven Eye Clinic

“Our users like ShoreTel’s SoftPhones, especially switchboard operators, appointment secretaries, and people who are on the phone a lot,” said Morris. “It’s more comfortable. And because some of the desks don’t offer users a lot of room, SoftPhones are perfect because they save space because you eliminate the telephone. We also have wireless access through the SoftPhone to the PC so these people can walk around and accomplish other tasks while they’re talking on the phone.”

CONNECTING CALLERS WITH CLINICIANS

DeHaven Eye Clinic is also utilizing ShoreTel’s Workgroups, which enables it to consolidate specific inquiry calls to one number, and calls are routed to the next available person. The clinic has specific workgroups dedicated to such groups as appointment scheduling, surgical counseling, and the financial services department which assists patients with insurance and billing issues. “Our patients like it much better now with the ShoreTel system and Workgroups,” said Morris. “Patients and referring sources like having a live person answer the phone – they actually tell us how happy they are about it. We’re one of the only medical practices in the area to have someone available even after hours, so if a patient calls and actually does reach the after-hours auto-attendant, they can still dial out to get a person. We pride ourselves on offering this level of commitment to our patients, and ShoreTel helps us achieve our communication goals.”

Workgroups also provides basic reporting capabilities to help measure call volume and make work schedule changes as necessary. DeHaven Eye Clinic appreciates these reporting capabilities, especially when it comes to making sure its patients are being served adequately. The reporting capabilities help DeHaven Eye Clinic supervisors drill down to the very details, such as the length of a call, to determine how things are being handled and what improvements can be made.

Finally, each DeHaven Eye Clinic employee also has his or her own direct inward dialing, or DID number, which gives patients direct access to the staff. This further improves customer responsiveness by allowing patients to call their clinic contacts directly, and it also reduces the amount of calls that go through the operator, improving overall efficiency.

EASE OF MANAGEMENT

DeHaven Eye Clinic uses ShoreTel’s ShoreWare Director for end-to-end management of the ShoreTel system. ShoreWare Director is a browser-based management interface that provides easy access to the system from anywhere on the network, enabling easy management of everything, including voice mail, automated attendant and desktop applications. It takes seconds to add a new user and the system automatically updates the centralized database and every voice switch. At the time the new user is added, a mailbox is automatically created, the automated attendant dial-by-name and number feature is updated, and online directories are revised. Changes are made just as quickly.



“ShoreTel makes it easy to grow within an office location and easy to add a new location,” said Rayborn. “It’s easy to do moves, adds, and changes and it’s easy to teach other people how to do these things.”

READY FOR THE FUTURE

DeHaven Eye Clinic is ready to grow with Advanced Communications and ShoreTel and is extremely happy with the service received by both organizations. Plans are in place to add another location and the clinic envisions a smooth transition.

“We have a great relationship with Advanced Communications and they’re super responsive,” said Rayborn. “ShoreTel also focuses on customer satisfaction more than other vendors I’ve dealt with. I love the ShoreTel system, everybody really likes it. Our customers appreciate that they reach a live person whenever they need to—day or night—and we really value all of the information we get from the system, from data on calls received and length of calls to how long people have been kept on hold. It’s night and day going from the old system to the ShoreTel system now and we couldn’t be more satisfied. ShoreTel has enhanced our communications practices both externally and internally.”

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