

Student Health Organization Provides Faster Service

Student health organization for Delft University of Technology subscribes to managed contact center service from Avit Systems.

EXECUTIVE SUMMARY
<p>STUDENTENGEZONDHEIDSZORG AT THE DELFT MEDICAL CENTER</p> <ul style="list-style-type: none"> • Healthcare • Delft, Netherlands • 8 physicians who conduct 12,000 annual consults
<p>CHALLENGE</p> <ul style="list-style-type: none"> • Answer calls more quickly • Enable collaboration • Reduce costs
<p>SOLUTION</p> <ul style="list-style-type: none"> • Subscribed to managed contact center service from Avit Systems, a Cisco partner
<p>RESULTS</p> <ul style="list-style-type: none"> • Answered 99.9 percent of urgent calls in 30 seconds during office hours • Answered 95 percent of routine calls in 2 minutes during office hours • Reduced abandoned call rate (expected)

Challenge

The prestigious Delft University of Technology is the largest technical university in the Netherlands, with 13,000 students.

StudentenGezondheidsZorg (SGZ), located at the nearby Delft Medical Center, provides student health services such as preventive care, inoculations, physical therapy, and treatment for illness and injury.

In September 2008, the Netherlands government mandated that the country’s physicians answer urgent calls within 30 seconds, and all calls within two minutes. Like other healthcare providers, SGZ struggled to meet the requirement, especially during peak times. Each of its two locations had a separate phone system. During peak times, callers sometimes heard a busy signal. If they got through, they might have to wait on hold. “Too many callers abandoned their calls, which is unacceptable for first-line care,” says Wim Van Donselaar, SGZ director. “Good medical care begins with enabling callers to promptly reach the healthcare provider, whether in person or by telephone.”

The existing communications system also impeded collaboration. Personnel spent valuable time every day trying to reach colleagues who were not available. And they could not transfer calls between locations. “Our physician’s assistants and secretaries were stressed,” Van Donselaar says. SGZ needed an efficient way to handle incoming calls in the least amount of time.

Solution

SGZ is meeting its goals with a 24-hour managed contact center service from Avit Systems, a Cisco Silver Certified Partner. The Avit service, based on Cisco® Unified Contact Center Express and custom software, is designed specifically for physician practices.

Students who call SGZ are prompted to touch a number on the telephone keypad to indicate the nature of their call, such as medical emergency, routine health matter, appointment, or prescription refill. Calls are treated according to their priority:

- Urgent calls are routed immediately to an available physician at the phone number that the physician has specified, which can be a mobile phone.
- Nonurgent calls are placed in a queue. Assistants and secretaries can see a list of calls, including the type of call, on the built-in display of the Cisco Unified IP Phone.
- Calls for prescription refills are transferred directly to voicemail. Cisco Unity® Unified Messaging prompts callers for their name, prescription type, and other relevant information. Avit is working on attaching the recording to an email that will be sent to the pharmacist’s inbox.

Avit provides a webpage where SGZ and other customers can customize their prompts, such as “If you have a medical emergency, press 1.” SGZ created different prompts for different times of day, including lunch break and after normal office hours.

The only equipment that SGZ and other subscribers need in order to use Avit Systems’ managed service is a Cisco 1800 Series Integrated Services Router, Cisco Catalyst® Switch, and Cisco Unified IP Phones. Avit Systems owns all the other equipment needed for the service, including Cisco Unified Communications Manager, Cisco Unified Contact Center Express, and Cisco Unity® Unified Messaging. Avit monitors the system 24 hours a day to help ensure that the vital communications system is always available.

“Our physician’s assistants can see all calls waiting and their priority, helping them work efficiently. This is helping us achieve our goals for faster service and increased patient satisfaction.”

—Wim Van Donselaar, Director, StudentenGezondheidsZorg

Results

Improved Caller Service

During office hours, SGZ now answers 99.9 percent of urgent calls within 30 seconds and 95 percent of routine calls within two minutes. “We are more reachable than we have ever been,” says Van Donselaar. “Our physician’s assistants can see all calls waiting and their priority, helping them work efficiently. This is helping us achieve our goals for faster service and increased patient satisfaction.”

Queues are shorter because urgent calls are routed immediately to a physician, prescription refill requests are automatically transferred to voicemail, and assistants can use presence information to transfer routine calls more quickly.

Avit plans to launch a website that students can visit to see the number of calls waiting for each physician. If they see a physician is especially busy, they might decide to call back later.

More Pleasant Work Environment

Previously, assistants and secretaries experienced stress as they tried to meet Netherlands’ time limits for connecting callers. The managed service from Avit Systems has empowered them to meet the requirements by enabling them to see how many calls are waiting, and their urgency. What’s more, SGZ administrators and physicians can reach each other with four-digit dialing, saving time every day.

Lower Total Cost of Ownership

By subscribing to a managed service, SGZ has eliminated the upfront capital outlay for a contact center hardware and software. Avit charges a per-phone fee.

Flexibility for Busy Times

SGZ, which has 16 phones, receives eight incoming lines as part of the managed service. If all eight lines are busy, subsequent calls remain in the queue at Avit’s contact center until they can be connected. This arrangement helps ensure that callers with healthcare needs never receive a busy signal. When call volume is high, such as during the flu season, SGZ can request additional temporary lines that Avit provides without delay.

For More Information

To find out more about Cisco Unified Communications go to: www.cisco.com/go/unifiedcommunications.

To join conversations and share best practices about collaboration, visit: www.cisco.com/go/joinconversation.

PRODUCT LIST
<p>Cisco Unified Communications</p> <ul style="list-style-type: none"> • SGZ premises <ul style="list-style-type: none"> ◦ Cisco Unified IP Phones 7962 and 7911 ◦ Cisco 1800 Series Integrated Services Router ◦ Cisco Catalyst 3560 Series Switch with Power over Ethernet • Avit Systems' contact center <ul style="list-style-type: none"> ◦ Cisco Unified Communications Manager ◦ Cisco Unity Unified Communications ◦ Cisco Unified Contact Center Express



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV
Amsterdam, The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

CCDE, CCENT, CCSI, Cisco Eos, Cisco Explorer, Cisco HealthPresence, Cisco IronPort, the Cisco logo, Cisco Nurse Connect, Cisco Pulse, Cisco SensorBase, Cisco StackPower, Cisco StadiumVision, Cisco TelePresence, Cisco TrustSec, Cisco Unified Computing System, Cisco WebEx, DCE, Flip Channels, Flip for Good, Flip Mino, Flipshare (Design), Flip Ultra, Flip Video, Flip Video (Design), Instant Broadband, and Welcome to the Human Network are trademarks; Changing the Way We Work, Live, Play, and Learn, Cisco Capital, Cisco Capital (Design), Cisco:Financed (Stylized), Cisco Store, Flip Gift Card, and One Million Acts of Green are service marks; and Access Registrar, Aironet, AllTouch, AsyncOS, Bringing the Meeting To You, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, CCVP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Lumin, Cisco Nexus, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Collaboration Without Limitation, Continuum, EtherFast, EtherSwitch, Event Center, Explorer, Follow Me Browsing, GainMaker, iLYNX, IOS, iPhone, IronPort, the IronPort logo, Laser Link, LightStream, Linksys, MeetingPlace, MeetingPlace Chime Sound, MGX, Networkers, Networking Academy, PCNow, PIX, PowerKEY, PowerPanels, PowerTV, PowerTV (Design), PowerVu, Prisma, ProConnect, ROSA, SenderBase, SMARTnet, Spectrum Expert, StackWise, WebEx, and the WebEx logo are registered trademarks of Cisco and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1002R)