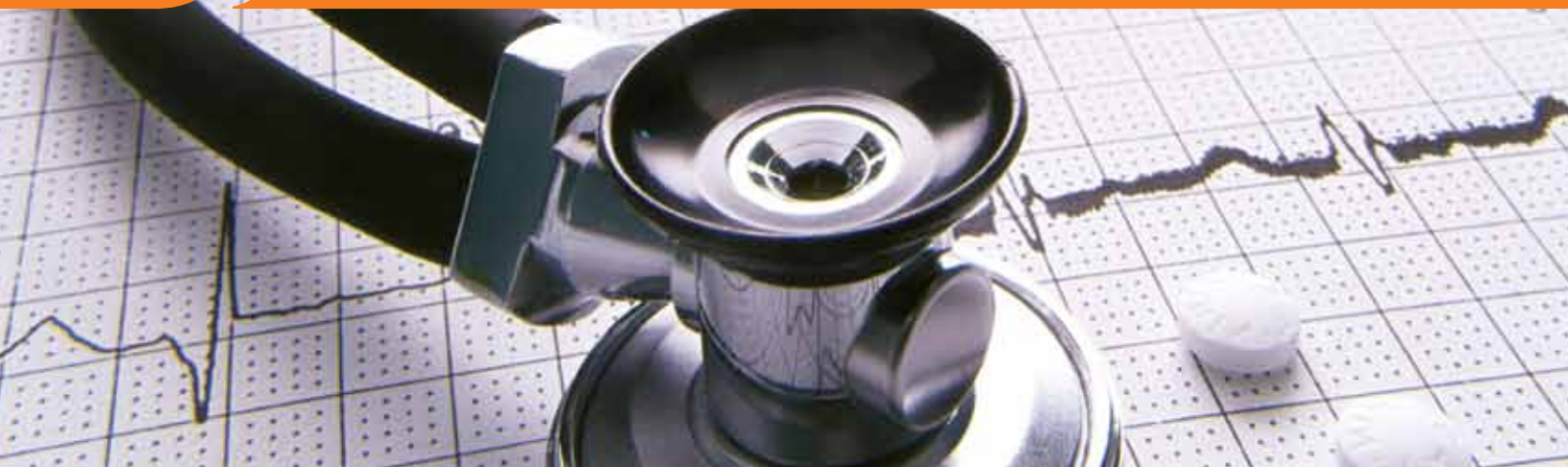




Beating communications complexity.
HEALTHCARE



“ShoreTel was the only solution that truly worked for us. The distributed architecture of the ShoreTel UC system was a perfect fit for our requirements, and its centralized management is a mission-critical feature. With ShoreTel, you just manage the whole network, no matter where the switches are located.”

— TYLER JACKSON, Systems Administrator
Carson Tahoe Regional Healthcare

ShoreTel in the Healthcare Industry

- **Scalability:** Acquiring private practices? Expanding your hospital? Integrating legacy technology? ShoreTel enables you to dynamically build out and future-proof your system without a complex rip and replace, or huge up-front investment.
- **Availability and reliability:** ShoreTel gives you consistent uptime with affordable redundancy and disaster recovery—without sacrificing service quality or management simplicity.
- **Ease of use and management:** ShoreTel simplifies and centralizes communications functionality for doctors, nurses, administrators, and patients—ensuring quality care and prompt responses without demanding extra IT skills and extensive training.

Overview

In the healthcare industry, communication is vital—and, at times, a matter of life and death. That's why a reliable telephone system is a basic imperative for any healthcare organization. But is it enough?

Absolutely not. In today's fast-paced, patient-centric world, communication requirements extend far beyond standard reliability. The daily operations of a healthcare facility, as with most businesses, typically involve communication between many players—including doctors, nurses, administrators, patients and patients' families.

Communications systems, therefore, must also be easy to use. At the same time, they must be functionally rich enough to deliver the advanced, high-quality services and features that busy professionals and anxious patients expect.

Growing, merging, and multisite health facilities need communications systems that scale easily. These systems must support industry standards to allow for easy integration, and must offer endless flexibility as new technologies emerge.

And, since lives may be at stake, most healthcare organizations demand complete availability of their communications systems, even during a disaster. As a result, the idea of a total technology overhaul is often out of the question—which makes ease of integration and management with legacy equipment essential.

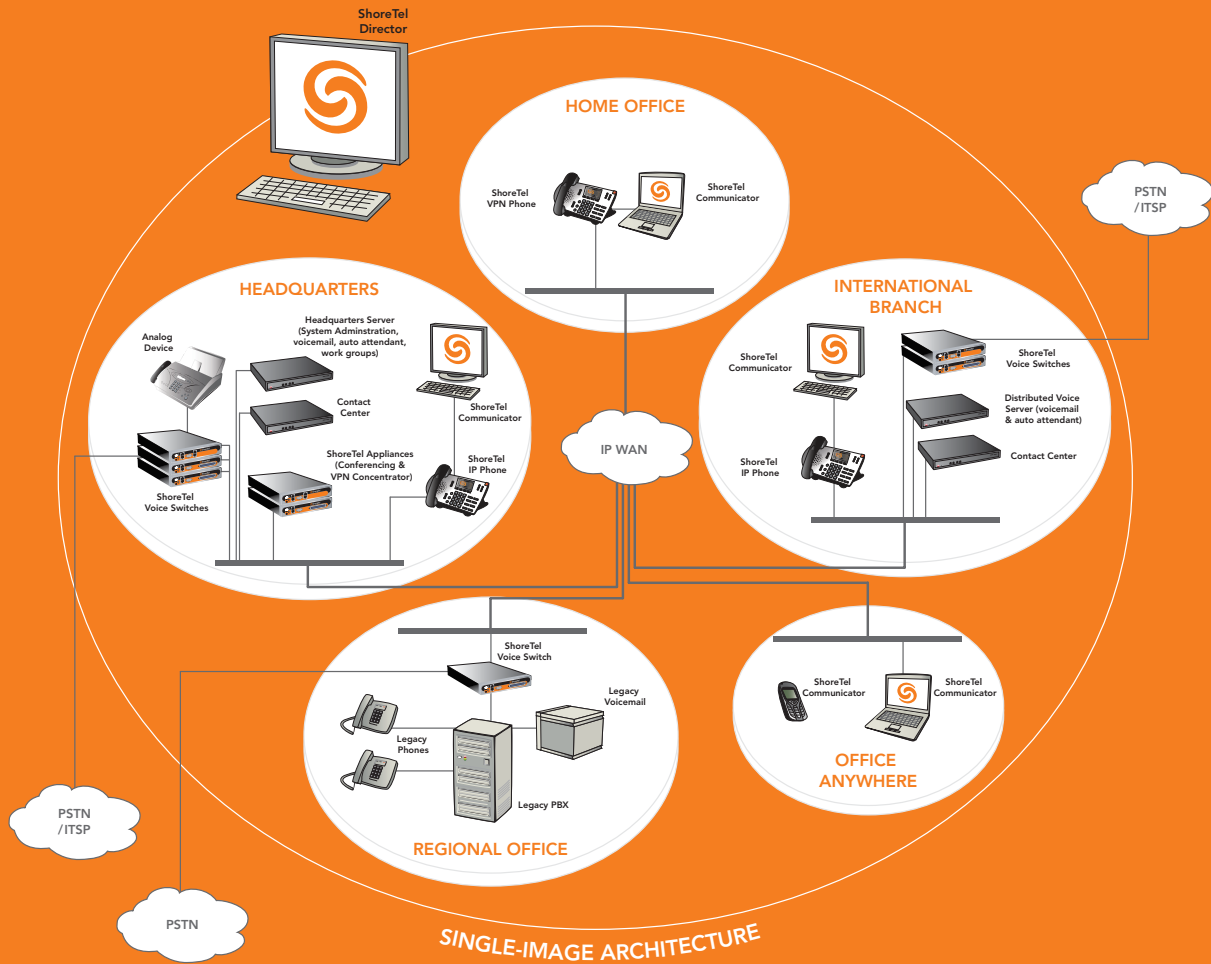
ShoreTel provides a brilliantly simple solution for healthcare. Our IP-based communication system provides the rich functionality and high availability that modern healthcare providers need, at a low total cost of ownership. We even offer the ShoreTel TCO Tool which provides a detailed analysis and comparison of long-term system costs so organizations understand exactly what to expect as they transition to unified communications.

Along with our TCO tool comes the ShoreTel Lowest TCO Guarantee--a first-of-its-kind program that guarantees the lowest total cost of ownership (TCO) for new ShoreTel customers.

Other benefits of the ShoreTel UC system for healthcare organizations include:

- **Scalability:** ShoreTel 's unique distributed architecture efficiently addresses both expansion and integration requirements.
- **Reliability and high availability:** ShoreTel provides consistent uptime and affordable redundancy and disaster recovery—without compromising on quality of service.
- **Ease of use and management:** Powerful features and functionality, along with centralized management, help ensure patients receive quality care and prompt responses, while healthcare facilities eliminate the need for additional IT resources and lengthy training periods.
- **Mobile integration:** Our commitment to open standards includes wide support for mobile SIP solutions leveraging SIP extensions, which enables healthcare institutions to deploy a wide range of communications devices that extend the systems communication and collaboration capabilities, including mobile devices customized for the healthcare industry.

The ShoreTel Distributed Architecture



ShoreTel A Healthy Reputation for Customer Satisfaction

- ShoreTel IP-based communication systems are available worldwide and supported in most major languages.
- ShoreTel has been named best overall VoIP provider for six years running by Nemertes Research.

The ShoreTel IP phone system is based on a distributed architecture that ensures no single point of failure. Setup is intuitive and straightforward: call control is distributed to intelligent gateways known as voice switches, and ShoreTel voice applications—including voicemail and automated attendant—run on standard server hardware from anywhere on your IP network.

Scalability

Today's healthcare organizations all share a need for true scalability. They're dealing with mergers and acquisitions, expansions, and the growth of cross-regional facilities, all while accommodating a multi-shift workforce that's constantly changing.

ShoreTel tackles these issues head-on:

- Leveraging a distributed, switch-based architecture, the ShoreTel system scales dynamically to include thousands of phone lines and even more users, enabling seamless growth and change across many geographies, campuses, practices, or hospitals.
- ShoreTel Director enables fast plug-and-play deployment—making it quick and easy to add and manage new accounts.
- Simple integration with legacy phone systems, nurse call systems, wireless handsets, and other critical communication devices means scalability never precludes accessibility or quality of services.

“Not only has ShoreTel made our communications more efficient by integrating email, but system management has been greatly simplified. Adding a new site recently was extremely easy and moves, adds and changes are now performed by our own IT staff, not telecom specialists. As we plan to add more sites in 2010 and upgrade to a new video telemedicine system, ShoreTel gives us a reliable and cost-effective platform for growth.”

— DANIEL FIGUERAS, Chief Technology Officer
Urban Health Plan

Availability and Reliability

Whether to make an appointment or to obtain vital information in an emergency, patients, doctors, nurses, and administrators must be able to speak to each other at any hour, from any of their regular devices. If a phone system goes down, the chain of communication breaks down, with potentially catastrophic results.

ShoreTel helps eliminate the possibility of downtime:

- There is no single point of failure because the system is based on a distributed architecture. If one component experiences difficulty, voice switches reroute data without a glitch.
- ShoreTel offers N+1 redundancy, which means that a single ShoreTel switch can provide backup to any number (N) of other switches. The ShoreTel system also achieves redundancy through embedded call control, distributed call control, and failover for IP telephones, PTSNs, Ethernet ports, and power.
- These advantages combine to deliver more than 99.999 percent (five-nines) availability, all while helping to ensure secure communications on both LAN and WAN networks.

“We have estimated the system will pay for itself in less than two years. As bookings are made via phone, this return on investment estimate may be even sooner than expected. With ShoreTel Personal Call Manager [now ShoreTel Communicator] software, staff members have complete control over their phones – they can do everything themselves to suit their own requirements. Also, the fact that IT staff can manage the system in-house with ShoreTel Director will further increase our ROI.”

— PROFESSOR THOMAS BORODY, Medical Director
Centre for Digestive Diseases
Sydney, Australia

Ease of Use and Ease of Management

Users and administrators must be able to easily navigate and manage a communication system to take advantage of its features. In healthcare, technology components have to be easy to learn and use, and offer obvious benefits to the user.

Healthcare professionals want to spend their time and energy on patient care—not on learning how to use a new phone. And patients often demand quick access to the right person or the right department at the right time. In short, communication in healthcare is a careful balance of speed, service, and simplicity.

ShoreTel excels at providing an IP telephony system that’s friendly to users and administrators alike:

- ShoreTel’s intuitive interface requires little to no training, so users waste no time learning to work with the system.
- Straightforward self-service options, based on ShoreTel’s Interactive Voice Response (IVR) application, simplify call placement and speed.
- ShoreTel features enable callers to reliably access locations or roles and not just people—so callers are immediately directed to the right place for the help they’re seeking.
- For organizations undergoing corporate or acquisition restructuring, ShoreTel eases the process of bringing telephone system management under the IT umbrella because its use of open standards means it easily integrates with legacy PBX systems. Organizations can leverage existing investments until budget and time permit switching over to ShoreTel.
- ShoreTel centralizes voicemail and email for one-stop communications management.

“Of all the solutions we looked at, ShoreTel is the most reliable, easy to use and easy to manage. We have to support analog phones and other medical devices in our facilities, and ShoreTel was the only company to support analog with just one piece of equipment and no special gateways. I don’t have to add a server every time I want to add a new capability, and the built-in redundancy makes five-nines availability simple and cost-effective.”

— JIM O’BRIEN, Director of Technical Services
RehabCare

Mobile integration

ShoreTel allows easy integration to help support all vital communication devices, including wireless handsets, nurse call systems, and more. Our rich ecosystem of technology partners provides complementary products, including devices specific to the healthcare industry, that support SIP extensions so organizations can maximize their investment in converged networks.

In addition, the unique Find Me Follow Me feature together with ShoreTel Office Anywhere lets users direct calls to specific devices for immediate accessibility while on the go.

Benefits

ShoreTel's low total cost of ownership cures the aching budget

The ShoreTel system often helps users achieve return on investment (ROI) in less than a year, and offers the lowest total cost of ownership in the industry.

Here's how it breaks down:

- Seamless scalability and easy integration dramatically reduce the time and effort required to process moves, adds and changes.
- Least cost call routing helps organizations take advantage of IP networks for affordable communications.
- Maximum reliability and N+1 redundancy cut the expense of repairing unplanned failures or recouping cost of downtime.
- The centralized system and ease of management reduce administrative overhead, while ease of use reduces need for support calls.
- ShoreTel's easy-to-use interfaces and converged, centralized applications help physicians, nurses, and other health care workers boost productivity and increase responsiveness—so they deliver greater overall value and quality of care.
- Increased staff productivity means physicians and nurses can respond to patients quickly, and provide them with the data they need, when they need it.
- Self-service options help patients or other callers get the information they need quickly—with no frustrating wait time.
- Comprehensive features give users the flexibility to leverage the mode of communication that works best for them—voice, IM, video, or email—using whatever device works best for.

About ShoreTel

ShoreTel is the provider of brilliantly simple Unified Communication (UC) solutions based on its award-winning IP business phone system. We offer organizations of all sizes integrated, voice, video, data, and mobile communications on an open, distributed IP architecture that helps significantly reduce the complexity and costs typically associated with other solutions. The feature-rich ShoreTel UC system offers the lowest total cost of ownership (TCO) and the highest customer satisfaction in the industry, in part because it is easy to deploy, manage, scale and use. Increasingly, companies around the world are finding a competitive edge by replacing business-as-usual with new thinking, and choosing ShoreTel to handle their integrated business communication. ShoreTel is based in Sunnyvale, California, and has regional offices and partners worldwide. For more information, visit shoretel.com.

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