



HEALTH CARE SUCCESS STORY

ShoreTel and Reigersbos Primary Health Care Centre

Reigersbos Primary Health Care Centre Embraces Patient-Friendly Communications

CHALLENGE

- Deploy a scalable, cost-effective, “future proof” and above all reliable system to facilitate flexible communication between doctors, nurses and patients in a brand new facility.

SOLUTION:

- ShoreTel’s Unified Communications system with easy-to-use features through the ShoreTel Call Manager interface, and 50 ShoreTel IP Telephones.

BENEFITS:

- A reliable IP telephone system which enables seamless management of the flow of inbound calls. Patient calls are answered promptly, improving the flexibility and quality of service.
- Improved access to all staff through features available in ShoreTel Call Manager, such as Find Me, Follow Me and Office Anywhere.
- Significant cost savings within just a few months after the deployment.
- Quick and easy scalability supports future needs and advanced features without forklift upgrades.

Reigersbos Primary Health Care Centre is a public health care centre in the residential South East of Amsterdam in The Netherlands. It offers a wide range of primary health services, including general practitioners, a pharmacy, psychological and physiotherapeutic care, childcare, and midwifery. Reigersbos Primary Health Care Centre is one of the six branches of the Association of Health Centres for South East Amsterdam (GAZO).

Reigersbos Primary Health Care Centre takes pride in the range and quality of healthcare services it offers its local residents, caring for its neighbours from birth and serving as the central point of access for a lifetime of healthcare needs. For an effective delivery of its health services, Reigersbos needs an efficient and reliable telephony system to manage enquiries effectively and respond to emergency calls quickly and reliably. The centre’s employees and patients rely heavily on the communications system in order to book appointments, ask for advice and call for help when in need.

Communication helps save lives

Facing an out-of-date Ericsson phone system, Petra Donker, centre manager at Reigersbos Primary Health Care Centre, was looking to deploy a new system to provide a flexible and feature-rich platform

for growth. As three of the centre’s offices were consolidating into one building, Ms. Donker decided that the move presented the right opportunity to migrate to a new system and improve communications throughout the centre. “We need a reliable and flexible communication system because people’s lives may depend on ensuring that emergency calls connect quickly to the right person,” Ms. Donker said. “Also, the quality of routine daily services, such as booking appointments, reassures our patients that we’re there when they need us.”

When it came to choosing a new solution, Reigersbos Health Centre was looking for a cost-effective, scalable voice over IP system that would accommodate future growth, including fully integrated unified communications (UC) features. The health centre is a public organisation, mandated to manage its limited funds effectively.



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Elsbeth Calf

Physician Assistant
Reigersbos Primary
Health Care Centre

In addition, it was looking for a scalable solution which could be deployed at the other five branches easily, without incurring further major costs.

ShoreTel proves cost effective and highly scalable

Reigersbos consulted BLMC, a Dutch project management specialist company for guidance throughout the procurement process. After comparing offers and demos from several vendors, ShoreTel’s solution proved to be the best match in terms of cost-effectiveness and scalability.

The ShoreTel deployment at the Reigersbos Health Centre includes ShoreTel Voice Switch E1k, model 90BRI for ISDN-2 lines and ShoreTel Voice Switch 60 for analogue and IP ports. The centre also leverages the integrated ShoreTel Personal Call Manager with features such as Find Me, Follow Me and Office Anywhere.

Reigersbos Primary Health Care Centre worked with ShoreTel and Dutch partner Glasbergen, to install the new system. Employees, particularly doctors’ assistants who use the system most heavily, attended training provided by Glasbergen. The feedback was overwhelmingly positive, especially in terms of the ease of use of the new system. “We thought we would have to invest much more effort into learning how to use the new phone system. However the interface is very intuitive and easy to navigate so we found the migration much less stressful than expected,” commented Elsbeth Calf, Physician Assistant. “Staff members also frequently refer to ShoreTel demo videos on YouTube to refresh their knowledge.”

Thanks to the ShoreTel Personal Call Manager that comes standard with each user license, users can change any settings, such as routing calls when in or out of the office according to their daily work needs. ShoreTel’s rich feature set has made it very popular among all staff because of its efficiency and time savings. Calls are easily transferred to the relevant party, reducing the amount of time needed to route calls and consequently giving employees more time to communicate with patients.

The system also integrated seamlessly with the existing Microsoft Exchange Server, allowing employees to access their directory of contacts to setup phone calls with a single click. Staff can listen, replay, forward and save voicemail right from the inbox. This means that no message remains unanswered and can be forwarded to the relevant GP efficiently, improving the centre’s responsiveness to its patients.

ShoreTel improves the quality of patient service

Since the official installation of the ShoreTel UC system, the centre has realised major benefits which have improved its internal processes and the quality of its services to patients. Reigersbos Health Care Centre now has a flexible and reliable telephony system which ensures calls are not missed and that the incoming calls are managed and answered promptly.

The system indicates the number of people waiting in line and staff levels can be adjusted accordingly, improving the flexibility and speed of the call flow. With the number of employees answering phone calls matching the level of incoming calls at all times, patient enquiries are now answered promptly and the pressure on staff has been reduced. “Our flexibility has increased in that we track the level of incoming calls continuously and during busy periods we can immediately bring on board extra staff to respond to an increase in queries,” explained Ms. Calf.

The centre is taking advantage of numerous features in ShoreTel Personal Call Manager. “Appointments are now booked much faster than before and the quality of our patient service has increased,” Ms. Donker said. “Also of great importance to patients in need, ShoreTel’s Find me feature enables doctors to be accessible regardless of their location.”

ShoreTel’s easy to use functions such as the ability to record calls facilitate learning processes. For example, medical advice is often given by phone and using call recordings doctors can demonstrate real-life examples to interns or give feedback to interns who have already advised patients



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Petra Donker

Centre manager
Reigersbos Primary
Health Care Centre

by phone. “As well as a health centre we are a trusted learning facility and being able to provide real-life examples in the form of phone recordings is invaluable to our interns,” Ms. Calf said.

Reigersbos Health Centre achieved cost savings within just a few months after the deployment. “Features such as the GSM gateway reduce the costs of calls from landlines to mobile phones. Overall, ShoreTel’s UC system has improved the manageability, reliability and scalability of our telephony system,” Ms. Donker added. “Incoming calls are now managed seamlessly, patient queries are answered promptly and the infrastructure is more robust and reliable than our previous system. ShoreTel has enabled us to become more patient-friendly and responsive and the quality of our overall service has improved.”

ShoreTel’s UC system has become the platform of choice for the future as the health centre plans further upgrades and modernisation. Currently, Ms. Donker is considering a rollout to its other five branches to have an overall, cost-effective and future proof system. “By deploying ShoreTel across all locations, the centre benefits from centralized call management and sharing of functions among the branches,” Ms. Donker explained. “During extremely busy periods, the health centres can help each other out by answering the phone and making appointments from different locations. We also believe that ShoreTel provides the ideal platform for meeting our future needs, including establishing a joint call centre in the future.”

ABOUT SHORETEL

ShoreTel is a leading provider of Pure IP unified communications solutions that enable companies of any size to seamlessly integrate voice, video, messaging and data with their business processes. Independent of device or location, ShoreTel’s unique distributed software architecture eliminates the traditional costs, complexity and reliability issues inherent in other solutions. Founded in 1996, ShoreTel has achieved broad industry recognition for this proven technology, and continues to deliver the highest levels of customer satisfaction, ease of use and manageability while driving down the overall total cost of ownership. For more information, visit www.shoretel.com.

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