CUTTING-EDGE MEDICAL IMAGING CLINICS BRING COMMUNICATIONS INTO THE 21ST CENTURY

Case Study: AZ-Tech Radiology

AZ-TECH RADIOLOGY
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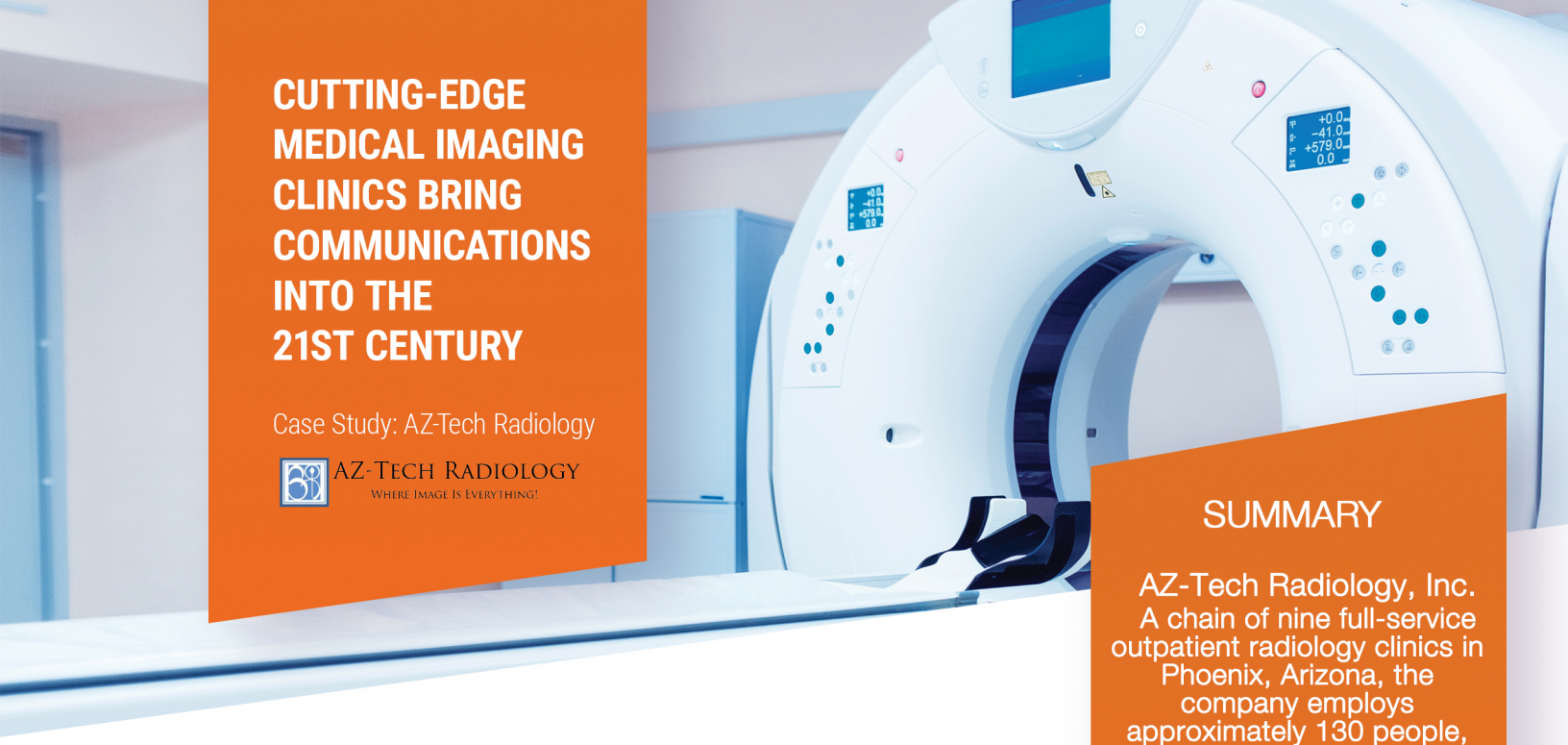

SUMMARY

AZ-Tech Radiology, Inc.
A chain of nine full-service outpatient radiology clinics in Phoenix, Arizona, the company employs approximately 130 people, including onsite radiologists.

Business Objectives
AZ-Tech needed to upgrade all of its outdated phone systems and implement a unified communication solution across all clinics and the business center. With plans for future growth, AZ-Tech needed the solution to be easily scalable.

Solution
UC Cloud-based voice system with SIP Trunking, Contact Center with full Voice Recording and reporting capabilities, and separate Auto Attendants on each site.

Business Outcotmes
Fully networked system that connects all nine clinics and the business center, reporting capabilities that allow improved staff training and efficiency, and easily scalable solution that accommodates future growth.

Business challenge

Since 1998, AZ-Tech Radiology has provided cutting-edge medical imaging services to the Phoenix, Arizona, area. Over the last twenty years, the company has grown to nine full-service clinics offering an array of all the latest in diagnostic imaging, including MRI, ultrasound, PET scan, CT scan, and mammography.

Growth by acquisition presented some challenges, however. Each clinic came with its own unique phone system that functioned independently of the other clinics. In addition, many of the system parts were "quite dated," said Scott Brady, IT Director at AZ-Tech Radiology. "It was difficult to find parts for some of the systems." The existing systems with T-1 and analog services were not easily scalable, and the overall customer experience was lacking. With plans to expand beyond the existing clinics, AZ-Tech Radiology realized it needed to create a unified communication presence in order to keep up with the marketplace and support future growth.

Early in 2018, AZ-Tech Radiology reached out to Allstream for a cloud communication solution. "We were already getting voice from Allstream, so it seemed like a natural fit—we could add all these additional services and have one monthly bill," said Brady. "And of course, we were impressed with the Mitel® product as well. It had all the bells and whistles we were looking for in a phone system."

Approach

Allstream suggested a UC cloud communication solution that would replace the outdated systems with a unified network supported by centralized SIP trunks. The solution also included a Contact Center application with integrated Voice Recording and Auto Attendant functionality for each individual clinic.

To ease the burden on Brady's small IT department, Allstream installed the new system one site at a time. "There was no way I could come up with the manpower to have someone at each site at the same time," Brady said. Allstream's installers and technicians made the move to the new system seamless.

"Our downtime was seconds per site. I was very impressed with the whole install and rollout."

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Allstream was very conscious of the needs of AZ-Tech Radiology. “My main concern going into the project was the potential for downtime,” Brady said. “We take a lot of orders and do a lot of scheduling over phone and our fax lines every day. Even an hour of downtime can really impact our revenue. They brought in redundant circuits and tested everything on these redundant circuits. When we were ready to cut over each site, they were able to just cancel the old circuits and move us to the new circuits so our downtime was seconds per site. I think our longest downtime was about seven minutes. I was very impressed with the whole install and rollout of the system.”

Results

Now operating with a unified cloud voice system, AZ-Tech Radiology has realized tremendous benefits in both operations and customer satisfaction. “We’ve been able to centralize our scheduling and authorization departments,” said Brady. “We also have a system-wide Auto Attendant, and we’re able to put so much information into the Auto Attendant for patients.” AZ-Tech uses the Auto Attendant to communicate a huge array of information, including office hours and locations and preparation instructions for specific imaging appointments.

The company has also been able to more seamlessly integrate Spanish-speaking options—a huge boon in a city with a large Spanish-speaking population. On the old system, Spanish-speaking patients had to hope for a Spanish-speaking attendant or wait till one was available. With the new Allstream solution, Spanish-speaking patients simply choose the Spanish option from the Auto Attendant menu.

AZ-Tech Radiology is using the reporting capabilities of the new UC system to improve customer interactions and experiences across the board. “We now actually know what kind of time staff members are spending on the phone,” Brady said. “We’re working on collecting call recordings to help train new staff as part of onboarding.”

"Scalability is a huge advantage. With everything cloud-based, we will be able to easily add and scale up."

AZ-Tech is now looking to improve efficiencies through better training—something the company couldn’t do with its antiquated and disconnected phone system.

Brady has been very pleased with everything Allstream offered during the process. “Allstream was very accommodating. The onsite installers went above and beyond to get things set up for us. They were very good at explaining to me the technical side of what was going on and showing me how I could manage a lot of the process on my own going forward, which was very important to me.”

As AZ-Tech looks forward to future growth, Brady is excited to continue the relationship with Allstream. “Scalability is a huge advantage,” said Brady. “With everything cloud-based, we will be able to easily add and scale up” as the company grows.

CUSTOMER BENEFITS

- Unified system across all clinics and business center that allows seamless communication, both internally and externally.
- Easily scalable as the company grows.
- New UC cloud voice system allows for better call recording and enhanced training for call center attendants.
- Improved customer experience through features such as automated appointment information and Spanish-speaking Auto Attendant.
- Fully integrated cloud-based communication system with reporting capabilities replaced outdated and independent phone systems for a small net increase in cost.

About Allstream

Allstream is a leading North American business communications company. Its technologies and services include innovative highly scalable IP, Cloud, Voice, and Data solutions that help customers collaborate easily. We make it our business to take care of yours. The company is fueled by the knowledge, skills, and spirit of its employees who work with customers to determine their business needs and contribute to their success.