



**Industry:** Healthcare

**Installation:** Four locations, 11 ShoreGear voice switches, 150+ ShorePhone telephones

**Date of Install:** 2004



## Challenge:

Coos County Family Health Services was faced with disparate phone systems throughout its locations, all of which were being quickly outgrown. The old PBX system was lacking in features and did not allow for transfers between locations.

## Solution:

ShoreTel provided CCFHS with a complete VoIP telephony solution, including ShoreGear voice switches and ShorePhone IP phones. CCFHS can utilize its existing analog phones with the system until there is time and budget to replace them with IP phones from ShoreTel.

## Benefits:

- Powerful management features allow CCFHS to manage the system in-house, which saves time and money that was once spent on a service provider.
- With ShoreTel, CCFHS employees are on all the same phone and voice mail system, using 4-digit dialing to reach co-workers at any location.
- Powerful feature set enhances employee productivity and ensures call routing accuracy.

# LEADING HEALTHCARE ORGANIZATION IMPROVES COMMUNICATIONS AND PRODUCTIVITY WITH SHORETEL VOIP

## Coos County Family Health Services Benefits from ShoreTel's Ease of Use and Administration and Powerful Feature Set

Coos County Family Health Services (CCFHS) had its start in 1974 as a Title X Family Planning Agency. In 1980, it merged with Family Health Programs, an organization that provided prenatal and infant care, and in the ensuing years, additional services were added. In 1993, CCFHS was federally funded and recognized as a full service Community Health Center. CCFHS, a non-profit corporation, provides family-centered care to people of all ages and incomes, with service users coming from more than 30 communities of New Hampshire's Coos County and upper Grafton County and neighboring towns in Vermont and Maine.

In March 2004, CCFHS had a number of different telephone systems, all of which were being rapidly outgrown, and the organization was also in the midst of acquiring another medical practice. CCFHS wanted a system that would span all of its four locations throughout New Hampshire and allow employees the simplicity of four-digit dialing between locations. The organization began to investigate various Voice over IP (VoIP) telephony solutions. After carefully researching each solution, reading various articles about each vendor, speaking with customer references, and seeing product demonstrations, CCFHS made its decision and went with ShoreTel, specifically for the solution's ease of use and management, feature robustness, and workgroup capabilities.

"ShoreTel beat the competition on ease of administration, first and foremost," said Sally Wheeler, Director of Information Systems for CCFHS. "In addition, ShoreTel had fewer ongoing support costs, whereas with one of the other IP telephony vendors, everything had to be changed, including all of our switches, and the ongoing costs were going to be even higher. The other vendors simply were not able to offer everything that ShoreTel could offer. ShoreTel fit nicely into our WAN plans."

## AN EASY SWITCH

In addition to valuing the cost-effective, easy-to-manage features of the ShoreTel system, CCFHS also appreciates the fact that it is now able to deal with one organization, ShoreTel's local integration partner, for all of its LAN and WAN needs.

ShoreTel provided CCFHS with eleven ShoreGear switches for its four locations, including eight ShoreGear-120/24 voice switches and three ShoreGear-40/8 voice switches. Four switches are deployed at the main Berlin, New Hampshire site, and the remaining switches are deployed throughout the organization's clinics. In addition, the organization is using about a half dozen ShorePhone IP telephones and more than 160 of its existing analog phones. CCFHS was pleased with the fact that they did not need to change to IP based phones right away; ShoreTel works with analog phones and until budget and time allow, they purchased ShoreTel analog phones that were half the cost of IP phones. The entire transition to the ShoreTel system, which was carried out in phases, took just over a week.



## MANAGEMENT BURDENS EASED

ShoreWare Director, ShoreTel's browser-based management interface, allows the organization's information systems personnel to access the system from anywhere on the network. Through this browser, every site and feature can be managed, including voice mail, automated attendant and desktop applications. When a new user is added, an administrator simply clicks "add new" and enters the user's name. Then, the centralized database and voice switches are automatically updated, and for the user, a new mailbox is created and the automated attendant dial-by-name and number feature and online directories are updated—all within seconds.

"The best thing about the ShoreTel system is its ease of use and administration," said Gary Lamontagne, Hardware Support Specialist for CCFHS. "Even at the beginning, during the product demonstration stage, ShoreTel looked easier than the competition. With ShoreTel, we can easily support it in-house, which saves us time and money.

## RICH FEATURES EMPOWER OPERATORS

ShoreTel's ShoreWare Operator Call Manager gives CCFHS powerful information and control features that help operators give callers very personalized attention and assistance. In healthcare, timely and accurate call routing is crucial and Operator Call Manager empowers operators to meet those requirements. With ShoreWare Operator, for example, before even answering a call, a call-routing log displays the caller's experience within the system to the operator. Before transferring callers, the call-transfer screen displays destination extension information so operators can avoid sending callers to extensions that are busy. With this unprecedented level of information, CCFHS operators connect calls faster and give clients the highest level of professional service.

"With Operator Call Manager, our operators have so much information at their fingertips before even picking up the phone," said Wheeler. "In addition, there's a choice from the auto-attendant menu that allows a caller to simply leave a prescription refill request, which frees our operators for other more time-sensitive calls."

## EMPLOYEE PRODUCTIVITY ENHANCED

ShoreTel phone systems are easy to use, simple to manage, flexible, and reliable. With the ShoreTel system in place, all CCFHS employees are now on the same phone and voice mail system, using 4-digit dialing to reach employees at any location and dialing co-workers by name. The least-cost routing capabilities also allow the organization to minimize costs by avoiding toll charges. ShoreWare Personal Call Manager is integrated tightly with CCFHS employees' Microsoft Outlook so they enjoy unified messaging, such as directory dialing, contact screen pop, and calendar integration. Employees can quickly type in a name, bring up a number, and make calls from local online directories—all with the click of a mouse, right from the desktop. With ShoreTel's e-mail integration, employees can also manage their e-mail and voice mail centrally right from their desktops, and voice mail messages can even be attached to e-mail messages for forwarding. With the ShoreTel solution, employees spend less time navigating complex telephone systems and more time performing critical CCFHS tasks.

"Employees think Call Manager is terrific," said Lamontagne. "They like things like the ability to get information about the incoming call, conference call on the fly, and go back and forth between calls easily. The

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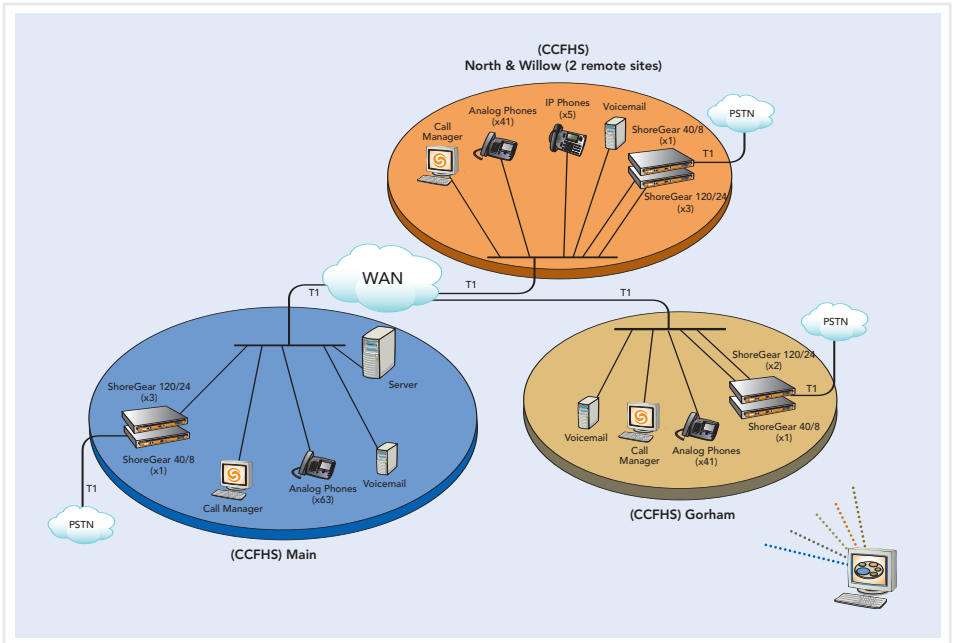
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Director of Information Systems,  
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ShoreTel system is much more intuitive than a regular telephone system, which means it’s a lot harder to make a mistake and maybe disconnect someone, which is unacceptable in our industry.”



Coos County deployed ShoreTel to four locations with a mix of ShorePhone IP telephones and existing analog phones.

## ENHANCED WORKGROUPS

Because ShoreTel broadly supports workgroups, CCFHS was able to organize its departments to be more efficient and enhance customer service. With ShoreTel, CCFHS now utilizes a number of workgroups for different departments, including triage, front office, domestic violence assistance, and women, infants and children (WIC) work groups. ShoreTel’s Workgroups is designed specifically for operational efficiency, and with it CCFHS is able to consolidate its calls to one number per workgroup and calls are then routed to the next available person within the group. ShoreTel’s Workgroups also provides the organization with basic reporting capabilities to help it measure call volume and make staffing and schedule changes as necessary.

“With ShoreTel, if all of the operators are busy at one time, there is an option for a caller to wait on hold until someone else is available, rather than simply leaving a message,” said Wheeler. “This is a customer service advantage, and while they are on hold, messages are playing through the system with important and beneficial medical information.”

## OVERALL IMPROVED SYSTEM HEALTH

CCFHS is happy with its choice of ShoreTel for its telephony needs. The organization plans to make ongoing system improvements, with the help of both ShoreTel and its local integration partner. “ShoreTel has met all of our requirements and we’ve been very happy with the system,” said Wheeler. “Health centers are very leery of jumping into VoIP, mainly because of concern over voice quality. We’ve found the voice quality of the ShoreTel system to be very good, and we’re happy we made the switch to VoIP.”