



Case Study

UCaaS Solution Integrates Healthcare Client's Disparate Voice Networks

Client

Healthcare Organization

Client is a fast-growing, not-for-profit community health system headquartered in Florida. Client's network includes four hospitals that collectively hold more than 900 beds, and more than 100 medical offices and facilities. Client is growing quickly through acquisition and has approximately 13,000 voice end points—a number that is expected to keep growing.

Challenge	CBTS solution	Results
<ul style="list-style-type: none"> • Client requires a fully managed and hosted voice solution that will connect more than 100 locations. • Client wants IT organization focused on business initiatives that ultimately drive patient care, and not managing voice system. • Solution must integrate with mission-critical applications, and allow client to move from CapEx to OpEx model. 	<ul style="list-style-type: none"> • OpEx based Hosted Enterprise Unified Communications solution, which includes the full suite of Cisco Unified Communications applications. • CBTS managed services network that is HIPAA and PCI compliant; support from CBTS engineers who regularly undergo compliance training. • CBTS resources who will transition the client's network of offices from disparate legacy voice systems to the CBTS UCaaS solution. 	<ul style="list-style-type: none"> • CBTS solution will scale to support client's current and future footprint and integrate with mission-critical applications. • Client has moved from a CapEx to an OpEx model with up-to-date technology upgrades. • Client's IT organization has increased availability to focus on business initiatives that ultimately drive patient care.

Business Challenge

The client's growth through M&A means the IT staff is managing 10 disparate telephony networks and multiple vendors across the organization's network—an inefficient and expensive undertaking.

“One of the biggest complaints I had from my internal customers was, ‘Why do I have to dial 9 digits to call the person in an office or building right next to me?’” said the client’s vice president for Enterprise Technology Services. “I also regularly heard this complaint: ‘How come we don’t have a single company directory?’ We couldn’t solve those problems with our disparate telephony networks.”

Client initially planned to implement an on-premises voice solution that would be managed by its internal IT organization. This would create an integrated voice solution across the client's locations; however, the strategy also presents multiple challenges:

- Client wants the IT organization to focus on business initiatives that ultimately drive patient care. Implementing an internally managed, on-premises voice solution means the IT organization will have less time to focus on these business initiatives.
- Implementing an on-premises voice solution will require additional IT resources to manage the network across the client's existing footprint and create additional challenges with future acquisitions.
- The on-premises voice solution represents an ongoing and significant capital expense to support the hardware refresh cycle and software upgrades.

“Every 3-5 years we have to replace our server infrastructure, our storage infrastructure, and our telephony infrastructure. It’s a continual cycle that we wanted to break away from,” said the vice president. “We also have limited IT resources. I need our telephony engineers to focus on our internal customers and improve their ability to deliver great care, as opposed to having them run from building to building setting up handsets.”

Client decided to pursue a fully managed and hosted voice solution that will connect its locations, scale efficiently with future acquisitions and divestitures, and give its IT organization increased flexibility to focus on business initiatives that support patient care.

“We looked at the traditional approach—go buy a bunch of gear. But as we looked at the solution, what became clear is we had an opportunity to change from a CapEx model to an OpEx model,” said the vice president. “This allows us to put capital into purchasing MRI machines or into building upgrades, and not into the phone system.”

The client engaged CBTS to identify options for a solution that must also meet these needs:

- Constant mobility: empower patients, providers, and researchers to collaborate—anytime, anywhere.
- Efficient collaboration: streamline communications within care teams and with specialists around the world.
- Integration and interoperability: work with third-party devices and applications.

CBTS Solutions

CBTS has been hosting and managing Unified Communications as a Service (UCaaS) solutions for large enterprise organizations—including multiple Fortune 500 companies—across industries for nearly 20 years.

CBTS recommended the managed Hosted Enterprise Unified Communications solution, which includes the full suite of Cisco Unified Communications applications: VoIP, messaging, Enhanced 911, mass notifications, softphone, instant messaging and presence, video, collaboration, conferencing, and more—all available as a cloud-based service.

The CBTS UCaaS solution protects electronic protected health information (ePHI) through several mechanisms and strict configuration guidance for healthcare providers. For example, patient voice mails and call recordings that could potentially include ePHI are encrypted in transit, encrypted at rest, and cannot be downloaded to prevent external and unauthorized access. Additionally, CBTS managed services network is HIPAA and PCI compliant and CBTS engineers who work on the CBTS UCaaS solution regularly undergo compliance training.

The CBTS UCaaS solution is also designed to complement the client's mission-critical applications that include Vocera, which connects doctors, nurses, and care teams; the Cistera application for call recording; and the client's contact center.

The CBTS team systematically transitioned the client's network of hospitals, care facilities, and offices from disparate legacy voice systems to the CBTS UCaaS solution. CBTS also established a dedicated team in Florida to support the client going forward.

“For me, it’s about people. CBTS is an engineering company first. Other organizations we spoke to were really sales-first companies, which didn’t work for us. I’ve got people coming into my office every day trying to sell me technology, and they don’t really understand my organization’s needs, or how their technology will work with my existing architecture,” said the vice president.

“CBTS has people in the room who can talk to my engineers and talk about the technology—what works, what’s just smoke and mirrors. CBTS helped guide the conversations, which was critically important to us. And now that we’re working together, I view CBTS as part of my team.”

Results

The Hosted Enterprise Unified Communications solution is providing the following results for this client:

- Client replaced disparate voice networks across more than 100 locations with a solution that will scale to support future acquisitions and divestitures.
- Up-to-date technology refreshes and upgrades, and the ability to move from a CapEx to an OpEx model.
- Client's IT organization has increased availability to focus on business initiatives that ultimately drive patient care.
- Continued access to mission-critical applications that include Vocera, Cistera, and a contact center.