

SUCCESS STORY

PRODUCT: IPedge®

INDUSTRY: Medical & Healthcare

Toshiba's IPedge Helps Desert Kidney Associates Centralize Communication for Seven Sites and Manage 15,000 Calls per Month

Based in Mesa, Arizona, Desert Kidney Associates PLC is dedicated to delivering compassionate and committed patient care for the evaluation and treatment of kidney diseases. With a call volume exceeding 15,000 calls per month, Desert Kidney needed a new business telephone solution that would network seven sites together and deliver a centralized telephone system. Its goal was focused on improving patient and employee communication while utilizing a centralized contact center for scheduling and billing.

Bottom-line Benefits Include:

- Delivering centralized telephone features across all seven locations;
- Increasing efficiency of routing patient calls to scheduling and billing queues;
- Adding Automated Call-back services and Follow Me routing to any phone number;
- Providing Unified Messaging, which sends voice messages and faxes to users' email boxes;
- Providing a scalable telephone solution that can grow as the practice grows; and
- Delivering a lower lease payment and a \$13,000 annual savings

Toshiba Benefits

Benefit #1: Toshiba's Contact Center Solution Helps Improve Patient Care and Staffing

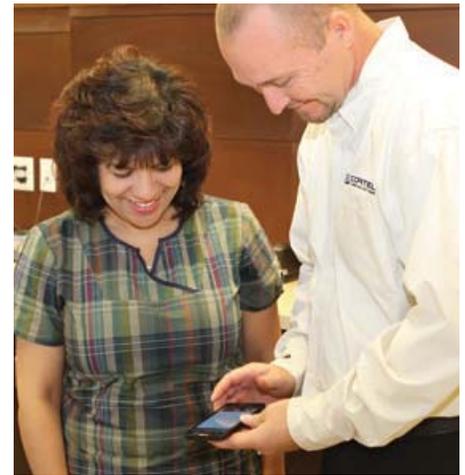
Utilizing Toshiba's Contact Center Solution, Desert Kidney is now able to better route and queue incoming calls to 14 agents within two groups for scheduling and billing. Toshiba's call reporting and call recording tools enable the supervisors to monitor calls, view call history, and review the recorded calls.

Benefit #2: Call Manager UC Delivers Improved Communication

Desert Kidney utilizes Toshiba's Call Manager UC solution for its contact center as well as for communication between the seven offices. Users can click to dial, answer calls, transfer calls to direct extensions, check other users' presence status and instant message each other. With the mobile app, users can also get their calls and messages on their smartphones.

Benefit #3: Remote Administration Reduces Service Costs and Wait Times

With Toshiba's browser-based Enterprise Manager, the IT staff and its Authorized Toshiba Dealer can easily make programming and administration changes and updates for all seven sites. This reduces costs and wait times for on-site maintenance so Desert Kidney can operate as efficiently as possible.



Mike Copelan of Cortel Communications helps set up Toshiba's Call Manager Mobile so Terry Gallegos, Desert Kidney's front office supervisor, can make and receive office calls and messages on her smartphone.

"Toshiba's IPedge enables our employees in seven offices to communicate as if we were all in one location and has helped us improve both internal and patient communication," said Margaret Greiner, chief operating officer at Desert Kidney Associates.

The Toshiba System: Toshiba's IPedge®

Recommended by Chris Corbett, president of Authorized Toshiba Dealer Cortel Communications LLC of Phoenix, Arizona, Desert Kidney's new business telephone solution consists of:

- Toshiba's IPedge EC business telephone system serving seven sites;
- More than 50 Toshiba IP desk telephones;
- Toshiba's Contact Center Solution, including call reporting and recording;
- Unified Messaging, delivering a single inbox for email, fax and voice messages; and
- Enterprise Manager for remote browser-based administration.



Terry Gallegos, Desert Kidney's front office supervisor, with three of Desert Kidney's 14 contact center agents. Toshiba's Contact Center Solution enables incoming calls to be efficiently routed and queued for scheduling and billing.

ABOUT THE CUSTOMER : DESERT KIDNEY ASSOCIATES PLC

Based in Mesa, Arizona, Desert Kidney Associates PLC (www.desertkidney.com) is a medical practice dedicated to delivering caring, compassionate and committed patient care for the evaluation and treatment of kidney diseases. Founded in 2000, Desert Kidney's mission is to deliver excellence in kidney care from its board-certified staff in partnership with its patients.



Mike Copelan of Cortel Communications helps Terry Gallegos, Desert Kidney's front office supervisor, utilize Enterprise Manager to administrate the system across all seven sites.

"Toshiba's IPedge business telephone system has helped Desert Kidney Associates meet its goals of improving patient and employee communication. Toshiba's affordable and reliable centralized telephone system delivers extensive contact center and unified communications capabilities," said Chris Corbett, president of Cortel Communications LLC of Phoenix, Arizona.

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