

SUCCESS STORY

PRODUCT: IPedge®

INDUSTRY: Medical & Healthcare

Toshiba's IPedge Helps Improve Patient Communication at Buffalo Gastroenterology Associates

Based in Orchard Park, New York, Buffalo Gastroenterology Associates (BGA) is a medical practice devoted to helping its patients live healthy lives. With a call volume exceeding 10,000 calls per month, BGA needed a new business telephone solution that would enable streamlining of incoming calls with call routing, facilitate queuing of calls during high call volume periods and generate contact center reports to help improve patient communication and staffing. And it also wanted to add all these features while reducing costs. Bottom-line benefits include:

- Improving patient communication with call routing so that calls get to the right person quickly and efficiently and patients are not left on hold;
- Increasing efficiency of call queues within BGA's contact center;
- Enabling reporting for contact center calls to help improve staffing;
- Processing more than 10,000 calls per month;
- Providing Unified Messaging, which enables voice and fax messages to be sent to users' email boxes, saving time to view, save and share messages;
- Enabling remote administration of the system
- Reducing costs by more than \$13,000 per year by delivering an affordable lease to help reduce capital expenditures; and
- Providing a five-year manufacturer's warranty, one of the longest in the industry.

Toshiba Benefits

Benefit #1: IPedge Quickly Routes Incoming Calls to the Right Person

Toshiba's IPedge has helped BGA improve its patient communication by ensuring that all calls are routed quickly and efficiently to the right person, reducing hold times. With more than 10,000 calls each month, call routing is an important and valued feature for BGA.

Benefit #2: Toshiba's Contact Center Solution Improves Staffing

Utilizing Toshiba's Contact Center Solution, including call reporting and call recording, BGA's office manager can easily monitor calls, view call history, and review the recorded calls. This helps the supervisor better manage staffing to accommodate busy periods.

Benefit #3: Remote Administration Reduces Costs and Wait Times

With Toshiba's browser-based Enterprise Manager, BGA's Authorized Toshiba Dealer AT technology Inc. can remotely make changes and updates. This reduces costs and wait times for on-site maintenance so that BGA can operate as efficiently as possible.



From Left, Chris Lucius and Amy McTigue of Buffalo Gastroenterology Associates, with Authorized Toshiba Dealer Mike Groh of AT technology, worked together to implement Toshiba's IPedge business telephone system that now saves the practice more than \$13,000 annually.

"Toshiba's IPedge business telephone system empowers us to be there for our patients by providing a reliable, feature-rich communication solution with an affordable lease that saves us more than \$13,000 annually," said Amy McTigue, BGA's office manager.

The Toshiba System: Toshiba's IPedge

BGA's new business telephone solution consists of:

- Toshiba's IPedge EC business telephone system;
- Nearly 100 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



Amy McTigue of Buffalo Gastroenterology Associates uses Toshiba's Unified Messaging and Enterprise Manager to improve communications at the practice.

ABOUT THE CUSTOMER : BUFFALO GASTROENTEROLOGY ASSOCIATES

Buffalo Gastroenterology Associates (BGA) (www.BuffaloGI.com) is a medical practice specializing in gastroenterology, endoscopy and digestive issues and treatments. Based in Orchard Park, New York, BGA's mission is to deliver a shared vision of uncompromising excellence in gastroenterology to its patients.



Elaine Johnson of Buffalo Gastroenterology Associates utilizes Toshiba's Call Center Solution to ensure appropriate staffing for 10,000 incoming calls each month.

Michael Groh, vice president
of Sales and Marketing at
AT technology Inc.

based in Tonawanda, New
York, recommended Toshiba's
IPedge. Groh said, "Toshiba's
IPedge delivered the contact
center solution and telephone
features that BGA needed in
an affordable lease from a
reliable and respected vendor."

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