



Customer

- St. Joseph's Healthcare

Market

- Healthcare

Challenge

- Understand and baseline existing telecom costs
- Uncover underutilized assets and reduce cost
- Plan for the migration to VoIP

Results

- Reduced underused T1 lines at a cost of \$500 per line
- 9% reduction in long distance calls
- Through employee education, 411 calls reduced by 840%

Voice Management Solution Helps St. Joseph Healthcare Reduce Cost, Improve Productivity

A diagnosis is difficult for doctors to render without the right information from the patient. Likewise, without appropriate data, St. Joseph Health System management didn't know how best to improve its communication network.

St. Joseph Health System, an integrated healthcare delivery system with 27 locations in northern and southern California and Texas, knew they needed to improve their phone system. Lacking proper tools to measure and analyze their telephony solutions, St. Joseph could only suspect the extent to which it struggled with unnecessary operating costs, reduced productivity and compromised accountability.

The organization sought to create a reliable, user-friendly call accounting system to service their disparate locations and facilities. The solution needed to be web-based, with accessible and remote call distribution reporting abilities. It also needed to be affordable to implement and maintain. Finally, the right solution needed to work seamlessly with equipment and software from a variety of vendors.

With its powerful ability to unite hybrid communication systems in an intuitive interface, analyze and report on multiple communication system functions, and provide an unparalleled level of insight for enterprise cost containment and optimization, Communicado Inc.'s VXTracker was an ideal Rx.

A Single Solution for Hybrid Communications

The VXTracker is a complete suite of applications that serve to ensure hybrid telephony solutions are as accountable and high-performing as IT solutions. The product brings hybrid networks to a common standard of security, performance, compliance and cost controls, regardless of vendor or convergence level.

Management at large enterprises like St. Joseph have never had a similar tool with which they can holistically view their network, identify problems, analyze data, and make immediate decisions about their telephony assets that better the bottom line.

On a recommendation from a trusted partner, St. Joseph Telecommunication Specialist Bill Cogan implemented Communicado Inc.'s flagship product, VXTracker.

“We considered a number of products and solutions to get us to a higher level of information access but were limited by our legacy equipment,” Bill said. “VXTracker was recommended highly and would work well with the equipment we couldn’t afford to replace at the time. After a demo of the product, we were sold.”

When asked why customers, especially in the healthcare industry, have so enthusiastically implemented VXTracker, Communicado Inc's Product Manager Carolyn Lewis commented, “Constricted budgets mean telecom managers in healthcare settings need to do more with less. The need to evolve communication systems for industry

standard compliance is often at odds with the funds to upgrade or replace legacy network infrastructure. VXTracker is a key tool in a telecom manager’s arsenal to ensure lean network operation and robust performance that will serve patient, employee and management needs.”

Better Data = Better Business Decisions

Immediately, Bill and his team at St. Joseph found VXTracker to be an ideal solution. Hard cost savings included elimination of underused telecom services, dramatic reduction in 411 and other unnecessary service charges, and improved service level agreement compliance which resulted in recaptured funds when vendors didn’t meet their targets. Soft cost savings included improved network reliability which translated into improved customer satisfaction.

“Call traffic analysis with VXTracker created a number of cost-savings opportunities not previously available to us,” Bill said. “With better data, we were able to make better business decisions.”

By far, the VXTracker’s greatest benefit to Bill and St. Joseph was in identifying previously invisible, unnecessary costs. For example, after analyzing usage data, he was able to disconnect a number of underused T-1 lines at a cost savings of \$500 a month, per line.

In addition, use of VXTracker resulted in a higher level of accountability to established phone-use policies within the first month of VXTracker’s company-wide rollout. Bill and his team saw a 7% reduction on their SBC bill as

a result of staff and patient phone-use education efforts. Contributing to this reduction was an overall 9% decrease in long distance calls. Use of 411 at certain sites was curtailed by 840%. Over 174,545 minutes in call time were eliminated.

“VXTracker dramatically increased awareness of the organization’s phone use and resulted in really positive conversations with staff about their needs and education efforts for employees and patients about our communication system,” Bill commented.

The VXTracker and its analytics had an illuminating effect on call center service level agreement conformity. St. Joseph was able to recapture funds from its call center vendor after VXTracker identified instances when service was below agreed upon standards.

The VXTracker’s web-based user interface was intuitive and easy to use, with robust reporting tools. Call reliability was increased as call traffic through the healthcare system’s facilities were continuously recorded. VXTracker’s IP V-play feature provided St. Joseph’s with the ability to quickly rewind and review call traffic for troubleshooting. This was an important benefit because it allowed St. Joseph’s to stay current with the healthcare industry’s evolving requirements for retaining digital records for security audits and liability purposes.

Priced right, VXTracker seamlessly integrated with the health system’s legacy telephony equipment, including its Nortel Meridian switches. When assistance was necessary, customer service support from Communicado and

its channel partner Connections was on time and on target.

“Whenever I needed assistance, my contacts were responsive and timely and continue to provide me the highest levels of service and support,” Bill reported.

The Improved Bottom Line

“We were able to extract a huge amount of knowledge from our system through VXTracker,” Bill commented. “Immediately we could troubleshoot problems, verify information and ensure we ran our telephony system as effectively, and economically, as possible.”

Today, St. Joseph is preparing to migrate to VoIP and will continue its use of VXTracker as it transitions to a new system.

“Use of VXTracker allows us to be extremely mindful of the health of our communication system, which in turn allows us to better meet our patients’ and employees’ needs with a highly-functional, always available network,” Bill said. “VXTracker is a great product.”

About VXTracker

VXTracker is unified management solution that provides a holistic view of a voice network across disparate systems. By normalizing and correlating data on a Hybrid network, VXTracker presents actionable information. VXTracker is the only product expressly developed to tackle the unique management issues facing Hybrid Voice Networks.