



Cost-saving  
3Com voice and  
data network  
personalizes  
patient care

## CASE STUDY

# Gastroenterology Center of the Midsouth (USA)

**Name:** Gastroenterology Center of the Midsouth (GI Center)

**Number of Employees:** 85

**Location:** Memphis, TN

**Sites:** Seven

**Vertical Industry:** Healthcare

**Value Added Reseller:** Infuturo Technologies

**Implemented:** January 2001

**Win over:** Cisco

## The Challenge

One of the largest gastroenterology groups nationwide, GI Center serves 65,000 patients a year from greater Memphis, eastern Arkansas, and Mississippi. To provide these patients with first-rate gastroenterology medicinal and surgical care, the healthcare center's 15 physicians and 70 support staff pride themselves on combining today's best technologies with unparalleled medical expertise.

Previously, however, GI Center used non-integrated NEC and Comdial PBX voice systems that hampered its patient-staff communications. Lacking voice mail and an efficient call transfer capability among other advanced features, GI Center struggled to transfer the 100-plus calls it receives per hour. Patients often incurred long delays or busy signals when calling scheduling personnel, billing representatives, or medical staff. The complex PBX systems also

required the Center to contract an outside vendor at \$150 per hour to add, change, or move a phone.

To sustain the quality of its care and service, GI Center sought an affordable, easy-to-manage, feature-rich voice and data network that would streamline its communications and drive its key business application.

## The Solution

After consulting with numerous value added resellers—all of which recommended 3Com® over leading competitors—GI Center realized all of its communication objectives with the following 3Com solution:

- **3Com NBX® 100 Communications Systems** distribute full-featured IP-based phone service over a single wire infrastructure to up to 200 users via T1 links to five of GI Centers seven offices within a 15 mile radius.
- \* **3Com Ethernet Power Source (EPS)** ensure stable voice communications in the case of power outages.
- \* **SuperStack® Switch 3300 FX switches** dispersed at GI Center's sites drive the NBX 100 solution and deliver Ethernet links to 150 desktops.

“3Com provides us with both a revolutionary and practical voice and data solution”

## The Benefits

Powered by a converged 3Com network based on five NBX chassis and 12 Fast Ethernet switches, GI Center is accelerating its communications while gaining exceptional savings and an extraordinary low total cost of ownership.

GI Center saved \$50,000 in implementation costs by running its new voice system over existing Ethernet cabling. It also saved \$21,000 in phone service costs by using browser-based NBX NetSet™ administration tool, which enables the IT supervisor to add, move, and change phones herself. The Center's six 3Com Ethernet Power Source units provide power to 100 NBX handsets via existing cabling without adding electrical outlets.

Using the NBX systems automated attendants and voice mail features, GI Center instantly transfers every caller to the appropriate staff member and captures every call. The hunt groups feature also ensure that callers swiftly reach the next available employee in the relevant department. The phone conferencing feature speeds communications between staff, attorneys, accountants, and medical supply vendors.

Executives, medical personnel, and IT staff use call forwarding to program their NBX phones to send calls to their cell phones or pagers.

Leveraging the voice system's caller ID support feature, physicians can prioritize their responses to incoming calls. Administrators and doctors increase their productivity using the unified messaging feature to retrieve both voice and emails in Microsoft's Outlook Express.

The system's caller ID and call detail reporting (CDR) features empower the Center to block "crank" calls. The CDR and account codes enable better management of phone costs. The GI

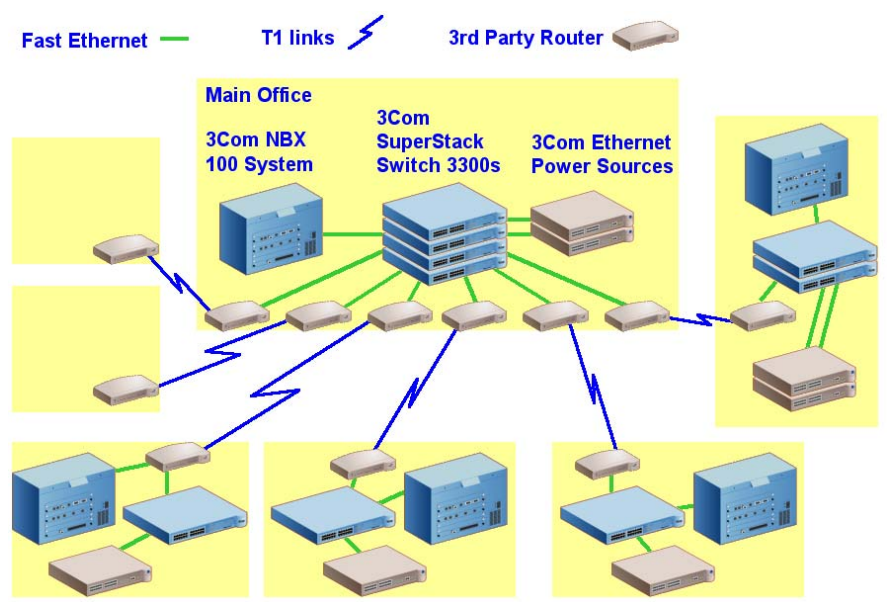
Center plans to use dial plans to establish four-digit dialing between offices and accelerate communications further.

GI Center will relocate two of its remote clinics into a newly built professional services facility 75 feet from the main office. The main office's NBX chassis will distribute phone service to personnel in the new building, enabling the Center to jettison one of its two remaining legacy Intertel PBX systems and save \$5,000 a year in PBX maintenance costs.

GI Center relies on its 3Com LAN to expedite operations and give staff fast access to premier practice management software from IDX. Using the network-driven patient scheduling, billing, contact management, referrals, and collection modules, staff more rapidly address patient concerns and sustain a high level of business practices for its continued success.

“3Com provides us with both a revolutionary and practical voice and data solution,” said Ed Vernusky, the GI Center's executive director. “We're saving \$21,000 in IT support costs alone while serving our patient community with exceptional care and efficiency.”

# Network Diagram



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