

# Case Study



## UNIVERSITY OF PLYMOUTH MEDICAL CENTRE

South West Communications Group's project management team and experienced engineers efficiently delivers the University of Plymouth Medical Centre with a future-proof telephony solution suited to its busy dual-team practice.

**University of Plymouth Medical Centre** is a medical service run by two teams of doctors from the Beaumont Villa Surgery and the Peverell Park Surgery. The medical centre and its fifteen GPs serve the entire student population at the university. Students are invited to choose which team of doctors they would like to register under when they start the University.

### The challenge

The University of Plymouth Medical Centre's existing telephone system had reached the point where additional upgrades were no longer possible and its practice managers were seeking an up-to-date alternative. Any new installation would have to be capable of coping with the shared role of the two surgeries that operated from the centre and needed to be primed for any future changes.

### The solution

South West Communications Group installed a Toshiba CIX40 telephone system and introduced its Lines & Minutes service to the University of Plymouth Medical Centre as part of a single solution that included the following:

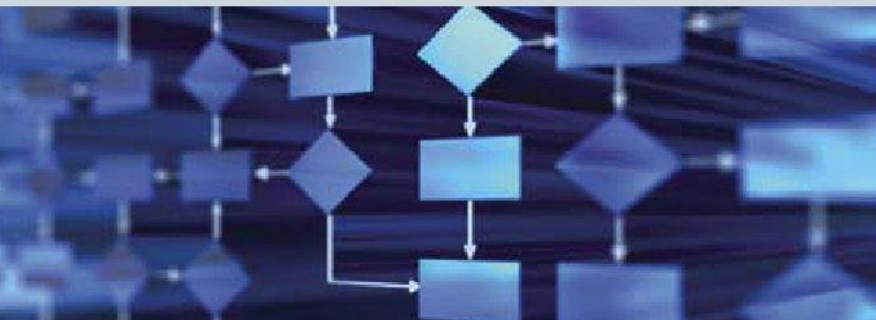
**Automated attendant** – enables callers to be put through to either the Beaumont Villa or the Peverell Park Surgery receptionist by responding to a recorded message that invites students to either “Press 1 for Beaumont” or “Press 2 for Peverell”. This function ensures the students are put through to the right team immediately and saves any wasted time in the transfer of calls to the appropriate receptionist.

**Direct dial numbers (DDIs)** – were given to certain members of staff to further alleviate the pressure put on the receptionists and to create direct communications channels to access key members of the team.

**Call queuing music** – is provided by connection to a CD or radio station of the practice's choice to suit its younger client base.

**Out of hours messages** – are broadcast to callers when the surgeries are closed directing students to call the out-of-hours service.

**Future growth & development** – is catered for with the Toshiba CIX40 which offers flexibility and additional capacity. The medical centre is planning to extend to include a sexual health clinic, and whether this expansion means using additional DDI's or extensions or utilising a further automated attendant option, this system can be adapted immediately.



**Lines & minutes** – South West Communications Group’s in-house line rental and call billing service not only saved the medical centre money but also gave it the peace of mind that it had a resilient service with 24/7 support to ensure that the students would always be able to contact the practice should they need to.

An initial audit carried out by South West Communications Group’s networks team discovered that the medical centre was being charged for lines it no longer used – by taking over the billing and by eliminating the lines no longer required, the medical centre saved money from day one.

The centre’s bills are itemised by the second and by cost centre and are updated daily via South West Communications Group’s web based billing platform giving the practice call analysis information and thus cost control. The practice managers can view which calls were the longest or the most expensive, or even which numbers are most frequently dialled to enable proactive management of call levels and expenditure.

A 24/7 service level agreement ensures faults can be reported at any time of the day which can be rectified immediately through remote or on-site engineering work with an interim call divert option if needed, thus ensuring the centre is always contactable.

#### **The result**

The installation of the Toshiba CIX40 gave the University of Plymouth Medical Centre the immediate upgrade that it required to streamline its reception service. There was a seamless transfer between the existing and new system due to the detailed planning of South West Communications Group’s project management team.

Roland Gude, the Practice Manager from the Beaumont Villa team was in the unique position of being able to compare the service the medical centre received from South West Communications Group with a different installation that was taking place at the same time on the Beaumont Villa site.

Although the telephone system was largely the same, the way in which South West Communications Group managed the project from start to finish was very different. Roland Gude was impressed with the professional relationship that his dedicated account manager strove to develop and the free flow of information between the two of them.

This successful relationship led to the medical practice trusting South West Communications Group with the service and supply of its lines and billing. The University of Plymouth Medical Centre knows it need only call their account manager to discuss any changes or concerns that may arise and that same person will continue to deliver the professional service it has become accustomed to.

Practice Manager Roland Gude said: “The thing that most impressed me was the project management side of the installation. It was always going to a difficult thing to do with getting phones off line and on line, but the University practice’s installation went very smoothly because the project management was there. We wanted super slick and South West Communications Group delivered.”