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Inefficient call management in an OB/GYN office could literally place a life on hold. The new Samsung OfficeServ system allows doctors, patients and staff to be better informed and more connected than ever before.



OB/GYN Practice Stays Connected to Patients with Help from a Samsung OfficeServ™ Solution

BUSINESS CHALLENGE

A leading Obstetrics and Gynecology practice in Oakland, California had an outdated telecommunications system with limited functionality and no technical support. Their telephone system lacked many of the basic features a modern medical office requires to operate efficiently. Given the nature of an active obstetrics practice, accessibility of doctors at any time of the day or night is a top priority.

The practice turned to an authorized Samsung dealer for help. Short-term and long-term communications needs of the practice and top priorities were identified as:

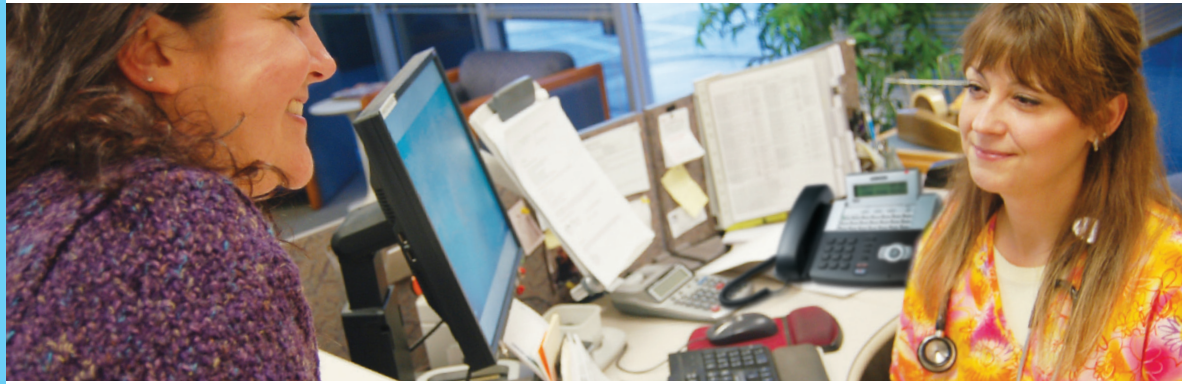
- The requirement for an affordable and practical telecommunications system that the practice would be able to rely on for years to come
- The ability to communicate with doctors in all areas of the facility
- The need to capture, record, and efficiently manage incoming calls and messages
- A desire for a simple and secure way to communicate with doctors 24/7
- The need for efficient call management to reduce hold time
- Communication technology that accurately reflects the technologically advanced nature of the practice

SOLUTION

With an initial need for 40-plus digital phones, the dealer recommended a cost-effective, feature-rich, expandable Samsung OfficeServ™ 7200 as the reliable backbone of the new system. This practical solution fits with the facility's budget for today and has expandability for tomorrow. Some of the features installed were:

- An integrated intercom and public address system to allow doctors to remain in contact and receive calls anywhere in the office
- Voicemail boxes for every staff member to ensure messages are received accurately by the appropriate person
- OfficeServ Connect features to allow important calls to be forwarded to cell phones or remote locations
- Display phones with Caller ID for proper identification, prioritization, and routing of incoming calls
- Auto Attendant with dial-by-name directory guides callers to the correct extension

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RESULTS

The installation of a Samsung OfficeServ 7200 brought immediate benefits to the OB/GYN office. The system was installed in less than a day with insignificant disruption of office activities and required minimal training. The practice achieved the following results from this affordable and reliable system:

- Staff now has the ability to page doctors in the exam room or other areas of the facility, reducing office-wide public address announcements.
- Important messages are received first hand and can be retained for future playback and follow up, thanks to individual voicemail boxes for all staff.
- Doctors can remain connected while retaining the privacy of their home numbers due to the system's OfficeServ Connect features.
- Patients can easily connect with the appropriate staff member directly with the dial-by-name directory.
- Patient calls are identified, prioritized, and routed more efficiently through caller ID.
- Doctors, patients, staff, and pharmacies have become better connected.
- A flexible communications platform stands ready for future growth and expansion of the practice.



OfficeServ 7200

The installation of a feature-rich Samsung OfficeServ 7200 system improves staff efficiency and patient satisfaction while keeping doctors connected to the office.

FUTURE BENEFITS

When this OB/GYN practice is ready to expand, the infrastructure is in place. Future enhancements might include features such as mobile extensions that enable inbound office calls to be seamlessly transferred to remote phones and outbound calls from remote phones to function as if they are being initiated directly from the office.