

CCI Health & Wellness Services Delivers Rapid, Reliable Healthcare through Cloud-based Solutions

Multi-Site Healthcare Provider Leverages Award-Winning Cloud Solutions to Deliver Reliable, Patient Service and Improve Efficiencies



CCI Health & Wellness Services provides healthcare to more than 57,000 patients and families each year and plays a critical role in the community as a key outpost for the Women, Infants and Children (WIC) program - the USDA's federal supplemental nutrition program delivering healthcare and nutrition for low-income women and children. With 31,000 participants, CCI's WIC program is the largest in Maryland, serving a multicultural population.

Every day, CCI is flooded with inbound calls to its 12 healthcare facilities. Families call for appointments and consultations, while staff members use additional lines for administrative, billing and outbound caregiver calls. Reliable communications services and efficient call routing are critical to serving patients rapidly and operating a fiscally sound nonprofit organization.

When CCI opened its doors as a group of volunteer health professionals in 1969, basic telephone services were sufficient. Through multiple expansion phases, the organization's need for sophisticated call management capabilities increased. In the past years, their legacy system was unable to keep up with the volume of

calls, and CCI staff members struggled to efficiently manage and route lines across locations.

In 2014, John Torontow, MD, MPH, joined the CCI team and brought a long reputation for applying new technologies to increase efficiency and improve patient outcomes. His background naturally drew him to solve CCI's communications and service challenges with cutting-edge solutions.

Improving Healthcare Outcomes with Rapid Response Times

CCI began with a careful assessment of the challenges, and determined that a platform of cloud-based solutions would best serve the company's needs. Torontow evaluated options for hosted Voice over IP (VoIP) and virtual private cloud computing services, as well as an option to replacing expensive WAN connections with a virtual connection. Combined, these solutions would free him to work on strategic initiatives, ease daily operations for CCI's 250 healthcare professionals and improve patient experiences.

With a clear understanding of all requirements to improve its communications challenges, Torontow engaged with a consultant and issued an RFP. Many diverse options were presented, with vendors offering a variety of options to potentially assist with CCI's needs. Based on his years of experience with technology companies, Torontow was careful to evaluate each provider's support and training services, not just the product features. He noted, "Usability is one of the most important factors in selecting technology solutions. We needed a solution that our staff could learn quickly and rely upon each day through high call volumes."

After an exhaustive vendor search and careful consideration, CCI deployed various solutions from Evolve IP, beginning with its award-winning cloud communications systems. With an enterprise IP phone system from Evolve IP, CCI gained instant access to advanced collaboration and communications features, user mobility and world-class voice quality to any user, in any location. Torontow said, "Evolve IP emerged as best choice and the deployment has been very successful."

John Torontow, MD, MPH
**Chief Operating Officer -
CCI Health and Wellness Services**

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Following an expert installation guided by Evolve IP's skilled engineers, the company saw nearly instantaneous benefits. "Evolve IP's outstanding implementation and training made the entire process easy," added Torontow. "Evolve's team also provided additional support for weeks after the go-live, enabling a seamless transition."

Due to Evolve IP's broad compatibility capabilities, CCI was able to utilize its existing handsets and headsets, helping to keep costs down.

The Cloud Delivers Significant Change in Business Capabilities

Through Evolve IP's solutions, CCI resolved its significant reliability pain point. Torontow notes, "The new solution has significantly changed how we're able to do business." CCI staff members quickly address phone calls and address patient needs on the spot. The organization has made significant improvements in key performance metrics such as call wait times and call abandonment rates, resulting in improved patient experiences.

CCI also benefits by leveraging the robust data provided by Evolve IP's systems. "With greater insight into inbound and outbound calling patterns, we're able to better utilize our staff and solutions for increased efficiency and customer service." Torontow uses call data provided by Evolve IP solutions to manage staffing and schedule specific tasks. Now, the times with heaviest inbound traffic are reserved for engaging with families and patients, while slower times are utilized for outbound calls.

"We were blindly flying without this data before Evolve IP. Now that we have it we are going to make changes to our entire approach to the call center. Utilizing call metrics, CCI ensures that we always have staff on-hand to answer the phones during peak times. This is the information we need to successfully run our business in 2016 and beyond."

Evolve IP solutions play a key role in helping CCI efficiently manage the state's largest WIC operation. In the past, CCI did not have an auto attendant to help manage call volume. A call could ring across as many as eight phones at one time. "With Evolve's Unified Communications solution, we've tied all our WIC support sites together into one virtual call center. When lines are full at one location, the call simply rolls to another site for a seamless customer experience. Evolve's solution also delivers intelligent routing, ensuring that the right calls are sent to the most appropriate respondents for each specific customer need."

CCI's expanded communications capabilities are further enhanced by Evolve IP's Cloud Connect service, combining the bandwidth of multiple public connections into a single, faster, more reliable virtual connection to securely access the Cloud and the Internet and replace WAN connections. It does so at the packet level meaning connections are never lost and true business continuity is enabled. "In addition to solving our need for rapid connectivity, Cloud Connect supports an automatic failover connection. This ensures that our patients and WIC participants can always

reach a CCI staff member, with no delays or outages," added Torontow.

HIPAA Compliance Addressed

HIPAA compliance continues to be a major concern for all kinds of healthcare facilities and is often overlooked when addressing call centers that store data. Torontow noted, "Most people don't think about HIPAA compliance when they think about voicemail. They sort of just put that to the side and say, 'Let's not really think about that', but you should. Evolve IP was the only company that offered encrypted voicemail and we feel good about that, it's just part of how you should do business."

Room to Grow with Additional Features

With phone-based communications operating smoothly, CCI is well-equipped for further expansion to new facilities with rapid patient response times. "Evolve IP makes it easy to add additional sites and run a unified call center," said Torontow. He recently added a new site to the system and anticipates an equally seamless implementation when bringing on a new site.

CCI is still implementing features to improve operations. For example, many of CCI's physicians are just discovering and installing Evolve IP's mobile app. The company's hosted VoIP allows mobile and remote employees access to the same tools as employees in the office. With Find me, Follow me, Anywhere, click-to-dial call control, on-phone corporate directory, unified messaging and other features, CCI's team can operate efficiently from any location.

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**Chief Operating Officer -
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LOCATION:

12 healthcare facilities across Maryland

INDUSTRY:

Group healthcare practice

CUSTOMER PROFILE

CCI Health & Wellness Services is a group practice, empowering patients to partner with staff for an unparalleled healthcare experience. Through integrated teams in a learning environment, the organization delivers high quality, affordable care to every patient at all stages of life.

CCI is staffed with more than 250 professionals to care for family health needs, including dental services. More 57,000 patients and their families benefit from CCI's services and programs annually, and the organization operates Maryland's largest Women, Infants and Children (WIC) program with 31,000 participants.



PRODUCTS

- IP Phone System
- Call Center
- Cloud Connect



BUSINESS SITUATION

Every day, CCI is flooded with inbound calls to its 12 healthcare facilities. The legacy phone system was unable to keep up, and staff members struggled to manage and route lines across locations. Reliable communications and routing services are critical to serving patients operating the business.



SOLUTION

CCI Health & Wellness Services transitioned from an unreliable legacy phone system delivering low customer satisfaction to cloud-based solutions Evolve IP. With call volume and staffing challenges solved with solutions by Evolve IP, the organization has risen to new levels of patient care and business efficiency.



BENEFITS

- Improved patient response times
- Greater insight into business demands and staffing needs
- Vast opportunities to grow and scale to new geographies and increased call volumes

OVERVIEW

CCI Health & Wellness Services required a better solution to handle a high volume of inbound calls to its 12 healthcare facilities across the state. Evolve IP delivered solutions for reliable cloud communications management and efficient call routing to better serve patients rapidly and operate a fiscally sound business.

ABOUT EVOLVE IP

Evolve IP is The Cloud Services Company.™ Designed from the beginning to provide organizations with a unified option for cloud services, Evolve IP enables decision-makers to migrate all or select IT technologies to its award-winning cloud platform. Evolve IP's combination of security, stability, scalability and lower total cost of ownership is fundamentally superior to outdated legacy systems and other cloud offerings. Today, over 100,000 corporate users across the globe depend daily on Evolve IP for cloud services like virtual servers, desktop services, disaster recovery, unified communications, contact centers and more.