

# VALLEY ENT CASE STUDY



Powerful communications solution provides cost-effective mobility for Valley ENT medical practitioners and greater accessibility for patients



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## COMPANY

Valley ENT is Arizona's largest Ear, Nose and Throat practice with offices throughout the Phoenix and Tucson regions.

## CHALLENGE

Resolve the high rate of missed calls and the escalating expense of multiple mobile and messaging services

## SOLUTION

Mitel Communications Director with Series X mobility applications

## RESULTS

- Cost-effective mobility for doctors working at multiple locations
- Greater customer responsiveness with increased first-contact resolution
- Higher productivity as doctors can hot desk to any phone in the world, take their calls and messages – working as though they are at their desk
- Always available, always connected to the business network
- Significant operational savings

## Mitel Series X revitalizes ailing network

There's a lot about Valley ENT doctors that could surprise you, beyond the fact that they are Arizona's largest Ear, Nose and Throat practice with over 150 staff, including 26 health care providers.

For instance, on one day you might find them treating performers from the cast of American Idol, or any of several internationally renowned mega-millionaire rock stars. Next, they could be on mission in a dusty, impoverished village in northern Mexico, providing free medical care for everything from sore throats to cleft palate surgery.

But most days, you'll find the doctors hard at work in one of the 14 Valley ENT practices that dot the Phoenix and Tucson regions of Arizona – an area of roughly five million people. That's a lot of ground to cover for medical practitioners, and obviously, the more mobile you are the better. So perhaps it won't surprise you that Valley ENT also has one of the most cost-efficient, yet technically advanced business communications solutions in the world.

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“Some of our doctors and staff are constantly moving between our various sites throughout the state of Arizona. When you are dealing with patients' health, missed calls is no excuse and can have serious repercussions to patients and doctors alike. But to guarantee our staff was always reachable meant I needed to dedicate an exorbitant amount of my IT budget to mobility charges.”

— George Smaistrla, CEO of Valley ENT

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#### ABOUT MITEL

Mitel delivers flexibility and simplicity in smart unified communications solutions and applications for organizations of all sizes. Combined with a full range of managed services that include voice and data network design and traffic provisioning, custom application development, and attractive financing options, Mitel is reinventing how successful organizations gain competitive advantage by easily collaborating and communicating over distance and time with customers, colleagues and partners. Mitel's ([www.mitel.com](http://www.mitel.com)) U.S. headquarters are in Phoenix, Arizona. Global head-quarters are in Ottawa, Canada, with offices, partners, and resellers worldwide.

#### Finding the right solution

When several doctors first joined their practices to create Valley ENT two years ago, the growing number of patients quickly outpaced their legacy telephone network, resulting in hundreds of missed calls each week. The doctors and staff that work at multiple offices and clinics also frequently missed calls simply because they were mobile.

They needed a new business communications solution that could keep up with their growth and their increasingly mobile workforce – one that was simple to implement across multiple sites. Already familiar with the potential of voice applications, George Smaistrla, CEO of Valley ENT, went shopping for the solution. The ideal contender, proposed by TransWest Network Solutions, a Phoenix-based voice and data integration solution provider, was the Mitel® Communications Director's mobility applications, a core solution feature of the Mitel Series X release.

“We looked at several different systems and Mitel was the only one that will allow us to hot desk using any device anywhere in the world” said Smaistrla. “It really excels at providing unlimited mobility in an affordable and simple manner without the need of mobile phones.”

“To pick up any phone, access my office network and dial four digits to be connected to somebody in Tucson or anywhere in the world is phenomenal...  
**we have never seen this before,”**

George Smaistrila, CEO of Valley ENT

# Being accessible can be a lifeline

Accessibility, no matter where they are, is important for Valley ENT's medical practitioners and can be critical for patients. Mitel's advancement in mobility solutions has been unmatched given its ability to bring valuable Mitel applications to work with any device in the world regardless of vendor.

It will enable Valley ENT staff to have personal ring groups where they can be reached – which could include their desk phone, a mobile phone, home phone, clinic phone, hospital phone, softphone – in fact any device, whether it be from Mitel or not. Any of these devices can also be used to make calls through the business communications system – and regardless of which device is used, the Valley ENT extension number is displayed as the caller ID (rather than disclosing a mobile number, home phone number, etc.)

### **High mobility, low cost – just what the doctor ordered**

As part of Series X, Mitel's mobility solutions will drastically reduce Valley ENT's long distance charges by allowing staff to make long distance calls over the business network. “To pick up any phone, access my office network and dial four digits to be connected to somebody in Tucson or anywhere in the world is phenomenal...we have never seen this before,” said Smaistrila.

Personal ring groups will also allow staff to hand-off active calls back and forth between any of the devices in their ring group. For example, while enroute to the office, a doctor can answer an urgent call, arrive at the office, and seamlessly transfer the call to their desk phone. If they need to go elsewhere on the premises, to gather test results for instance, they simply push a button to transfer the call back to their mobile phone and carry on the conversation while mobile, even taking it into a Wi-Fi network. While using any device, connected through the Mitel solution, doctors will be able to toggle between two callers (e.g. a specialist and a patient) by the simple touch of the #4 key.



### **Applications making an impact**

Hot desking, with up to eight different devices and locations, is bound to be popular with the doctors, several of whom work at multiple sites. Smaistrla explains, "It is something that a lot of people never thought possible. We can go to any of our offices in the U.S., hot desk in and all our features, speed dials and any other Mitel applications we have, appear in seconds. This will be extremely beneficial to our doctors because even though they're moving around from office to office, they get all their phone traffic, they have one centralized mailbox for voice messages and they can better manage their day-to-day desk work. The days of having to manage multiple voicemail boxes are gone for good."

Smaistrla cites how he feels the application will simplify life for patients. A caller dials the Tucson office to speak to their practitioner – who that day happens to be over a hundred miles away working at a clinic in Scottsdale. Unbeknownst to the caller, the call is ringing multiple devices at several locations – so the practitioner may take the call on their mobile phone, or at a hot desk phone in Scottsdale, adding convenience and speeding the whole process for the patient. "These mobility solutions have made us much more responsive to our patients, extending our personal touch and often providing first-call resolution," he added.

If they are busy with another patient, the practitioner may simply let the call go to a central mailbox that stores messages for any of the devices associated with their business extension. Having a single mailbox makes it much easier to manage messages, and the business does not have to pay for multiple voicemail services to cover all of the devices.

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# Out of range — but not out of reach

When travelling on mercy missions to provide free medical care, Valley ENT doctors often find themselves in more remote areas, far beyond cellular coverage. Staying connected was sporadic and expensive – but the power from Mitel's Series X mobility solutions can change all that.

For example, if the doctor's mobile is out of range, any phone at the clinic in northern Mexico can be added to the doctor's personal ring group. The doctor arrives at the clinic and calls the Phoenix office from that phone, keying in a PIN to activate it as a hot desk. If the phone is shared, the doctor can leave the PIN security feature on; otherwise the system automatically recognizes the device as part of the doctor's authorized ring group. Calls to the doctor from any Valley ENT location in the country are routed free of charge to Nogales, their southernmost office, next to the Mexican border. From there, it is a short toll hop to the clinic where the doctor is.

Even though working remotely, the doctor can make calls, access messages, or use features of the Valley ENT business communications system, including transfer and conference with the single push of a button. And on the receiving end, all calls appear as the doctor's extension. Once connected to the office in Nogales, there are no additional charges for calls to any Valley ENT location. The doctor can even make and end several calls without disconnecting from the PBX – responding to all messages and making calls with unprecedented efficiency and economy.

## Ready, wherever the road leads...

As for the future, expansion is definitely in the plans for Valley ENT as they prepare to open another location this year. The simplicity of Mitel Series X mobility solutions will once again stand them in good stead, as Smaistrila muses “this solution makes it very easy to set up new employees with extensions and mobility – they are simultaneously added to all the other applications, and that's a nice bonus. Plus new employees can use their existing mobile phone rather than the company buying them a standardized mobile device, avoiding the pain and cost of purchasing and managing that. This also gives us the capability to route all their business calls through our system and leave them to take care of their own personal bills.”

So whether they are just down the hall, or attending to the stars in the heart of the metropolis, or even further afield on a mission of charity, the doctors of Valley ENT can always be within reach – and always have an economical means of accessing their office communications network from wherever they find themselves.

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