

# ShoreTel and the Centre for Digestive Diseases



ShoreTel IP  
Telephony System  
Helps Save  
Patients' Lives



## CHALLENGE

- Faced with a communications break down among staff and customers, the CDD decided to replace their server-based VoIP system with more reliable IP telephony from ShoreTel.

## SOLUTION

- ShoreTel provided the centre with ShoreGear Voice Switches comprising 39 extensions, a mail box licence, an extension-only operator licence and one extension-only licence, to support the 30 full-time and part-time staff.

## BENEFITS

- With staff members now able to customize their own call handling options, the CDD has experienced a significant increase in staff productivity.
- The ShoreTel UC system scales easily, which means the CDD can easily add users to the system as the operations grow.
- The CDD's staff can manage the system in-house using ShoreWare Director. Staff members can customise their own settings, further increasing the ROI.

## VoIP Deployment Boosts Hospital Efficiency

When the Centre for Digestive Diseases (CDD), in Sydney's outer west, discovered that its server-based VoIP system was causing a break down in communications between medical staff and callers due to poor voice quality and congestion at reception, doctors feared for patients' lives.

"It got to the stage that we couldn't hear the Health Insurance Commission giving us prescription numbers," said Prof. Thomas Borody, Medical Director of the CDD. "That's when we began to worry. Six months earlier, we had selected a VoIP server-based system to replace our aging PABX system. This new system, which featured SIP-based handsets, was meant to improve our patient communications. It proved the opposite. We had so many problems with it, something had to be done. We decided to take the leap, rip out the old system and replace it with more reliable IP telephony."

## Saved by ShoreTel

Time was running out for Professor Borody when he decided on the ShoreTel Unified Communications (UC) system recommended by integration specialist, PTS Communications.

"We didn't have the time or resources to do any comparative reviews. I was taking a risk and I knew it. We had to get a reliable and robust system to ensure viable medical communications for the wellbeing of our patients. I had heard of the ShoreTel® UC system through one of our IT staff. ShoreTel had a good reputation."

Peter Tomsia, IT Manager at the CDD, said voice quality was a key selling point. "All of our bookings for our surgery and consultations are via telephone – we rely on this," he said. "With our old SIP-based VoIP system, two of the staff at the front desk almost quit their jobs due to constant frustration expressed by customers and staff as a result of the poor voice quality."





## *A Flexible Solution with Ease of Installation and Management*

With the local expertise of PTS Communications, ShoreTel provided the centre with a ShoreGear® 60 and a ShoreGear E1 voice switch comprising 39 extensions. The purchase also included mail box licences, one operator licence and one extension only licence. There are currently 30 full-time and part-time staff with two staff in the IT Department.

The staff at the CDD also learned that the ShoreTel deployment offered immediate accessibility to time-saving features. Staff members can customise their call handling options all via a user-friendly Web interface. The system itself can be managed entirely in-house, adding and removing users as necessary.

“The ShoreTel UC system is highly flexible with an open standards platform so you can expand when necessary as your operations grow. Software from other suppliers is also compatible,” said PTS director, Nigel Sinclair.

ShoreTel’s speed and ease of installation meant that the system was up and running in less than two days. “With the systems distributed architecture unifying multiple locations, it is easy to manage and integrate with PBX, voicemail and various other features,” Mr. Sinclair said.

The ShoreTel UC system is a switch-based, single image architecture that delivers full functionality for all users regardless of the size of the installation. It can be scaled from 10 users to 10,000 users and offers exceptional reliability and ease of use.

“We received excellent training from PTS, Mr. Tomsia said.” We now have some of our full-time staff training our part-time staff, who may have missed some of the training sessions. They are picking up the systems’ features at a rapid pace and have been enjoying the many benefits including instant messaging and the ability to monitor, record, and evaluate calls. Also, to add a new user to the system takes about 10 minutes so there is no drain on our IT Department.”

Many of the staff are now using the more advanced features like the Follow Me Find Me function and Message Notification. These features enable users to be contactable at all times. The click-to-dial function speeds up and simplifies the process of making calls. As a result, staff are seeing huge time savings in connecting to the right people, and the reception desk is now carrying half the load it used to, continued Mr. Tomsia.

Other features which the CDD staff is enjoying include ShoreWare® Personal Call Manager, which enables users to browse through their contacts and make calls from their own directories such as Microsoft Outlook®. This is done via an intuitive interface on their desktop or laptop computer. “Staff are spending less time looking for phone numbers and contact information and more time performing their medical duties,” added Mr. Tomsia.

## *Return on Investment (ROI) is Justified through Productivity*

The CDD is also currently looking into ways to reduce telephone costs by using their Internet Telephony Service Provider (ITSP), to make external calls via the Internet for local, interstate and international telephone calls.

Professor Borody is confident they made the right decision this time: “Productivity has increased thus a direct return on investment can be justified. We have estimated the system will pay for itself in less than two years. As bookings are made via phone, this return on investment estimate may be even sooner than expected. With ShoreWare Personal Call Manager software, staff members have complete control over their phones – they can do everything themselves to suit their own requirements. Also, the fact that IT staff can manage the system in-house with ShoreWare Director will further increase our ROI.”

CDD staff has noticed a definite improvement in the quality of service they now can offer their patients, and are excited about exploring additional functionality in the ShoreTel UC system in the future. “I only wish we had implemented the ShoreTel system from day one,” Professor Borody said. “It has been a lifesaver for our patients.”

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**Nigel Sinclair**

Director  
PTS Communications



### About ShoreTel, Inc.

ShoreTel is a leading provider of *Pure IP* Unified Communications solutions that enable companies of any size to seamlessly integrate voice, video, messaging and data with their business processes. Independent of device or location, ShoreTel's unique distributed software architecture eliminates the traditional costs, complexity and reliability issues inherent in other solutions. Founded in 1996, ShoreTel has achieved broad industry recognition for this proven technology, and continues to deliver the highest levels of customer satisfaction, ease of use and manageability while driving down the overall total cost of ownership. For more information, visit [www.shoretel.com](http://www.shoretel.com)

### About PTS Communications

PTS Communications has more than a decade of experience in the provision of office technology with a range of telephone systems and accessories to suit a variety of business sizes. PTS provides solutions with a high level of technology, easy to use and extremely reliable. For more information, visit: <http://www.ptscommunications.com.au>.

### About the Centre for Digestive Diseases

The Centre for Digestive Diseases (CDD) under the leadership of founder and Medical Director, Professor Thomas Borody, has distinguished itself as a unique medical institution offering novel approaches in researching, diagnosing, and treating gastrointestinal (GI) conditions. CDD offers a range of services in the day-procedure unit and its well-equipped facilities that are supported by an ISO 9002 accredited organisation consisting of 35 staff. CDD also houses a Department of Research and Innovation responsible for conducting clinical trials as approved by a Human Research Ethics Committee (HREC). Located in Sydney Australia, CDD is internationally regarded as a unique medical institution, collaborating with pharmaceutical companies, universities and medical societies in striving to provide excellence in gastroenterology. For more information, visit <http://www.cdd.com.au> or call 02 9713 4011.

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**Prof. Thomas Borody**

Medical Director  
Centre for Digestive Diseases