

CASE STUDY



Industry

Ophthalmology and Optometry



HQ

Ft Pierce, FL



Employees

50+



Offices

4

Introduction

A large multi-location Ophthalmologist realized that fundamental changes were needed to improve the way they communicate with their patients. They understood that Cloud based technology could have a material impact on their patients experience, while improving the efficiency of their staff. They learned that many patients prefer to communicate through text and even Facebook Messenger, but their systems didn't allow for those channels of communication. What's More, they were missing hundreds of patient calls per day, but had very little visibility into when, why or how to optimize staff to improve answer rates. They retained TechOps Partners to analyze the current communications workflows, develop a plan to improve communications and implement the plan with minimal disruption to staff and patients. After the system was installed, TechOps monitor key performance indicators such as missed calls, average handle time, and staffing to provide optimization suggestions.

Problem

1. Missing hundreds of calls per day
2. Patients wanted other channels of communications such as Text
3. Patients weren't routing to the right departments, call flows were ineffective
4. Each office had "silo'd" phone system with no ability to consolidate staff
5. No visibility into when and why calls were going unanswered
6. Labor intensive process to confirm appointments and take bill payment

Solution

1. Move to Vonage Business Cloud VoIP
2. Optimized call routing and IVR
3. Identified phone staffing optimization using Vonage's reporting and call analytics
4. Implemented SMS notification for appointment confirmations
5. Developed online portal for bill pay and patient scheduling

Benefits

- Significant savings from reducing telecommunication bills
- Improved staff efficiency and patient experience
- Increase in scheduled appointments
- Consolidated key departments across locations to reduce missed calls