



East Texas Medical Center

IntelliDesk Centralizes Critical Knowledge and Provides an Enterprise-Wide Directory Source

OVERVIEW

The East Texas Medical Center Regional Healthcare System (ETMC) is a seamless system of primary, secondary, and tertiary healthcare facilities and services throughout East Texas. ETMC consists of 14 hospitals and 6,000 employees and provides EMS services (including air transport), a behavior health center, and institutes of cardiovascular, neurological, bariatric, cancer, orthopedic, and rehabilitation services. ETMC has more than 42 physician and rural health clinics serving East Texas. ETMC Tyler is the flagship of the ETMC Regional Healthcare System and is a 464-bed facility (surgical beds include operating rooms, cysto beds, day surgery unit operating rooms, two cardiovascular operating rooms, and 88 ICU/CCU beds). It is the only Level 1 Trauma Center in the region.

ETMC's main campus utilizes an Avaya® 8700 telephone switch. The ETMC call center uses a blended agent approach to call center activities, which include PBX operations for multiple in-house and off-campus facilities, after-hours answering services, help desk, centralized appointment scheduling, and a community-based medical call center that performs physician referrals, class registrations, and a variety of inbound/outbound marketing activities. Call center employees involved directly with Amcom Software™¹ IntelliDesk™ include 37 full-time and part-time staff, not including support and management positions. ETMC's call center is staffed 24/7/365.

THE CHALLENGE

Although the call center was in an automatic call distribution (ACD) environment, directory services were being managed using paper directory listings and manual search methods. This labor-intensive method resulted in extended average call handling times and new staff training lengths that were unacceptable. Moreover, successful dissemination of directory changes was hampered by the paper-based process as well as the staff's habit of memorizing frequently called numbers. The difficulty and effort required to train new staff also hindered management's need to raise the bar in PBX performance.

THE OBJECTIVE

ETMC's strategic business goals were centered on building an enterprise-wide, blended agent call center. It was essential that the solution feature the capability to support multiple facilities and product lines as well as after-hours call functionality.

THE SOLUTION

Looking at the available vendors in the marketplace with this standard in mind, ETMC narrowed the field to a list of three nationally recognized solutions. After considering the database configurations, software approach to functionality, and operator ease of use, ETMC selected the IntelliDesk operator console from Amcom Software.

THE RESULTS

Deployment of IntelliDesk fully addressed all of the roadblocks ETMC was facing. Within weeks of implementation, average call handling times decreased significantly and successful call completions increased. These two factors were very desirable in tracking ROI, but the real value of IntelliDesk proved to be the ability to form an enterprise-wide directory source updated with a single edit. Moreover, IntelliDesk helped centralize critical hospital knowledge, thereby decreasing the investment in time and dollars required to train new staff members—a significant improvement over the outdated paper system.

The ability to quickly deploy new agents was invaluable in shifting command and control back to management from informal leadership. As a result, productivity became driven by management expectations versus staff motivation. This new awakening of the workforce was instrumental in achieving key strategic goals and integrating call center operations more firmly in the corporation's mission. Simply put, the evolution of the PBX made possible by IntelliDesk changed the value that the organization placed on the PBX operation, which was then seen as a valuable tool in achieving organizational goals.

When asked to evaluate the success of the IntelliDesk implementation and his relationship with Amcom Software, Kelly Weber, Manager of Communications and Referral Services for ETMC, stated, "How do I sum up our relationship with Amcom Software? I think the best testimony is that I am on a first name basis with Amcom Software Management, and they with me. They're not just a vendor; they are friends and partners in my business."

¹ Amcom Software, Inc. bought SDC Solutions in February 2009. All references of SDC have been changed to Amcom.

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