



# A critical healthcare competency: Improving patients' lives with modern communications

Timely and effective communications is absolutely crucial for healthcare organizations. Making sure that the technologies supporting employee and patient collaboration are working optimally is a key priority for this healthcare provider. When their IT team recognized that end-of-life voice systems were limiting their employees' productivity, along with the quality of their patients' experiences, they chose Windstream Enterprise to migrate their office locations to a unified communications and contact center solution. This empowered them to stay focused and committed to reimagining health and improving lives.

## At a glance

### Industry

Healthcare

### Customer

60+ doctor offices

### Challenges

Legacy on-premises voice systems

Limited features and functionalities

Expensive POTS lines

Difficulty managing multiple vendors

Insufficient contact center solution

### Solutions

OfficeSuite UC® – 500+ seats

OfficeSuite UC Contact Center Services

WE Connect Portal

### Results

Unified solution across all locations

Single voice provider

Increased flexibility and productivity

Greater reliability and collaboration

Improved contact center services

Enhanced patient experience

Significant cost savings

## Disjointed, outdated voice systems: A hard pill to swallow

This healthcare provider operates 60+ doctor offices in a major metropolitan area and is devoted to delivering excellent patient care. This organization understands that effective communications is key to empowering patients to fully participate in their care.

With the rapid progression of modern-day technology in the healthcare industry over the past decade, their IT team realized their existing on-premises voice systems were unable to fully support the current and future needs of their staff and patients. Their PBX voice solutions were nearing end of life and their existing POTS lines were expensive and unreliable. PBX vendor support had expired—which didn't pair well with the fact that the PBX required a high level of IT support—and end-users couldn't make administrative changes on their own. It was nearly impossible to find replacement parts, making repairs difficult and burdensome.

To make matters even more complicated, fragmented PBX phone systems from different vendors became taxing for their IT team to manage and the organization desired a solution with a single communications supplier.

Furthermore, as a patient-centric healthcare organization, they lacked a modern Contact Center as a Service (CCaaS) that could provide the features and functionalities that foster seamless experiences for employees and patients.

Accepting that these legacy services were on life support, the time had come for them to simplify their phone systems with one unified and modern solution: Unified Communications as a service (UCaaS) from Windstream Enterprise.

***“Our practitioners are pleased with how easy it is to use and configure their OfficeSuite UC phones, and how the advanced features make them more productive and better able to serve their patients.”***

IT Manager

## Just what the doctor ordered

The migration to modern communications and collaboration began with adopting OfficeSuite UC. This fully cloud-based UCaaS solution was implemented across all 65 doctor offices, delivering service to more than 500 users and included new desktop phones. Windstream Enterprise made delicate incisions to their legacy systems via a phased approach at each location—this offered a flexible option to avoid breaking any standing contracts, eliminating the concern of early termination fees. Their IT participated in the first few office transitions, but because each cutover went so seamlessly, they entrusted Windstream Enterprise to carry on with all the other locations without their onsite presence.

Windstream Enterprise simplified the transition to OfficeSuite UC by providing on-site, hands-on training at each office, teaching end-users how to configure their new devices and direct calls to their mobile devices. They also helped set up greetings, call routing and auto attendant menus.

Complementing their new UCaaS solution, they adopted Windstream Enterprise's CCaaS to bring modern contact center capabilities to the forefront of their patients' experiences. This solution would support more than 50 agents across their 60+ doctor offices.

## Healthier communications solutions for better care

The move to UCaaS eliminated their reliance on PBX, along with the headaches that came with it. Employees felt that OfficeSuite UC was easy to use and significantly more intelligent, as it provided greater visibility into calls that were coming in. The reporting

features were essential for providing insights that could enhance the patient experience. Their IT team was able to disconnect their POTS access lines, which resulted in significant cost savings, and greater reliability and security.

Sophisticated OfficeSuite UC CCaaS took their patient experience to new heights, making it easier to route calls to the right physician or connect with a live person. Their IT team leveraged the WE Connect OfficeSuite portal for end-user requests and reporting on patient hold times. Now, rather than reach out to IT and wait for support, they could more easily submit tickets to a unified and streamlined portal.

While all phones and contact center solutions were in place pre-pandemic, these solutions were lifesaving once agents and practitioners had to shift to remote work environments. Contact center agents were able to easily set up soft phones and support patients from their home offices. During a substantial time in human history where nothing felt normal, patients knew that answers to their healthcare needs were only one call away.

What proved to be even more valuable to the organization was that OfficeSuite UC offered the flexibility to run over any Internet connection, allowing them to utilize a "bring your own bandwidth" (BYOB) solution. This versatility and agility to integrate with other services was beneficial, especially when they were acquired by another healthcare provider. Windstream Enterprise is a partner that understands the evolving nature of technology and the healthcare industry.

***"Having Windstream Enterprise as the sole provider of reliable voice services has freed up IT's time to focus on more strategic company projects that further improve the patient experience."***

IT Manager

## Always evolving, always caring

While reflecting on their technological evolution, this healthcare provider had a few important reasons for choosing Windstream Enterprise as their single source vendor for all voice services: The managed solution guaranteed hands-on expertise, ease of use and a wide-range of advanced capabilities across all office locations. Windstream Enterprise presented the best option for moving legacy systems to the cloud, while also removing the burden of IT management. With UCaaS and CCaaS, fulfilling their mission to improve patient lives got that much easier.

---

Cloud-enabled connectivity, communications and security—guaranteed.

To learn more, visit [windstreamenterprise.com](https://www.windstreamenterprise.com)

WINDSTREAM  
ENTERPRISE