

## CONNECTING WITH CONFIDENCE IN HEALTHCARE

With Vertical's Unified Communications Solution, healthcare organizations can strengthen patient communications while enabling cross-discipline collaboration.

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# IMPROVE PATIENT SATISFACTION AND CARE



Collaborative healthcare communities will always start and end with a phone call. In today's healthcare environment, no one can afford to operate on their own. Healthcare Information Exchanges (HIE) are blazing new paths towards increased inter-collaboration among their medical office, hospital, clinical lab, and public sector members. Progressive clinicians, practitioners and medical facilities are doing away with outdated pager systems in favor of feature rich solutions that can accelerate collaboration among a broader set of physicians, labs, hospitals and payer networks.

The Vertical Wave IP® Business Communication System is built on the premise that increasing staff efficiencies begins with intuitive voice applications specifically built for the healthcare environment. Vertical's voice solutions are made to secure clinical messaging, intelligently route calls, provide comprehensive audit trails, reach mobile users regardless of location, and provide strong presence management.

Wave IP is the perfect solution for the single or multiple practitioner office and can scale to accommodate the needs of larger medical facilities or provide a unified communication framework to address communication and presence management among multiple HIE members and care provider locations.

*"We love Wave ViewPoint and it is so user-friendly. We can easily setup call transfers on-site, to Doctor's cell phones, as well as to our other satellite facilities. Even transferring calls via just a phone set is much easier than it was our old phone system."*

*Kelly Scruggs,  
Business Manager,  
Southwest Oklahoma  
Cancer Center*

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## A Confident ViewPoint for Healthcare Communications

Optimizing phone-based communications will never lose relevancy in healthcare regardless of the scope of Healthcare Information Technology (HIT) deployed. Reducing operating costs and realizing new efficiencies through unified messaging has captured the attention of healthcare industry leaders as they look for new ways to improve communications with patients and their immediate medical community.

With Wave IP at your side, physicians and office staff communicate in real-time, and patients and doctor referrals get connected to the right resource the first time – using the most effective medium (presence, Instant Messaging (IM), mobile extension, call forwarding to a mobile phone). With Wave IP you realize the benefits of increased employee productivity and reduce operating costs for businesses of any size – from the small single physician office to multi-site medical environments, including:

- Enhance operational effectiveness: Improve staff productivity and workflow efficiency.
- Improve Service: Eliminate time spent trying to track down staff, letting healthcare professionals concentrate on their task at hand.
- Improvement in patient and staff satisfaction: Enhance overall management, response times, and service excellence. Improvement in overall office environment can have a far greater impact on the bottom line of a medical office than straight cost reductions.

Wave IP with Wave ViewPoint Desktop and Mobile solutions provides sought after features that healthcare professionals are looking for. Key capabilities include visual voicemail that provides convenient access to voicemail as email attachments, call recording, directory services, presence and status information, and features like Mobile Extension that provides advanced single number contact capabilities allowing the use of any device on any network as your office number.

Practitioners and staff can always be reached wherever they have a Wave ViewPoint or Mobile Client installed. Wave ViewPoint for both the desktop and mobile phones is included as an integral part of Wave IP and provides an integrated IP Softphone, delivering telephony capabilities to your PC or mobile phone so no one has to be tied down to the office to be reached. Wave ViewPoint empowers users with visibility to their immediate team members as well as having visibility and presence information for the entire organization or HIE they belong to.

Imagine being able to see the availability status of colleagues locally or across locations and being able to reach out to them with a simple click to initiate a call, conference, or secure instant message. Imagine being able to designate team members, referral physicians, key stakeholders, or patients to your VIP list so their call is always answered by you or team members you designate. Whether your communications are in or out-bound, being responsive has never been made easier.

Recording services are becoming an optimal way for healthcare and insurance companies to continually improve upon the service experience their customers receive and can aid in compliance, audit trails, liability protection and dispute resolution. The Wave ViewPoint client application for desktop and mobile devices allows you to record any telephone call to and from your office or

**Our unique *Application Ready* architecture enables multiple applications to reside on a single Wave IP server.**

- Desktop call management for any device
- Mobility
- Secure instant messaging
- Integrated Softphone
- User presence & status information (multi-site)
- Intelligent call routing
- Comprehensive audit trails
- Simple and quick disaster recovery



mobile phone. Call Recording is built-in so no expensive infrastructure is needed.

With Wave IP's archived recording search functionality, you can search across millions of recordings using criteria like people who were on the call, callerID, date and time of the call, trunk numbers, or call notes, to find just the one you want in seconds.

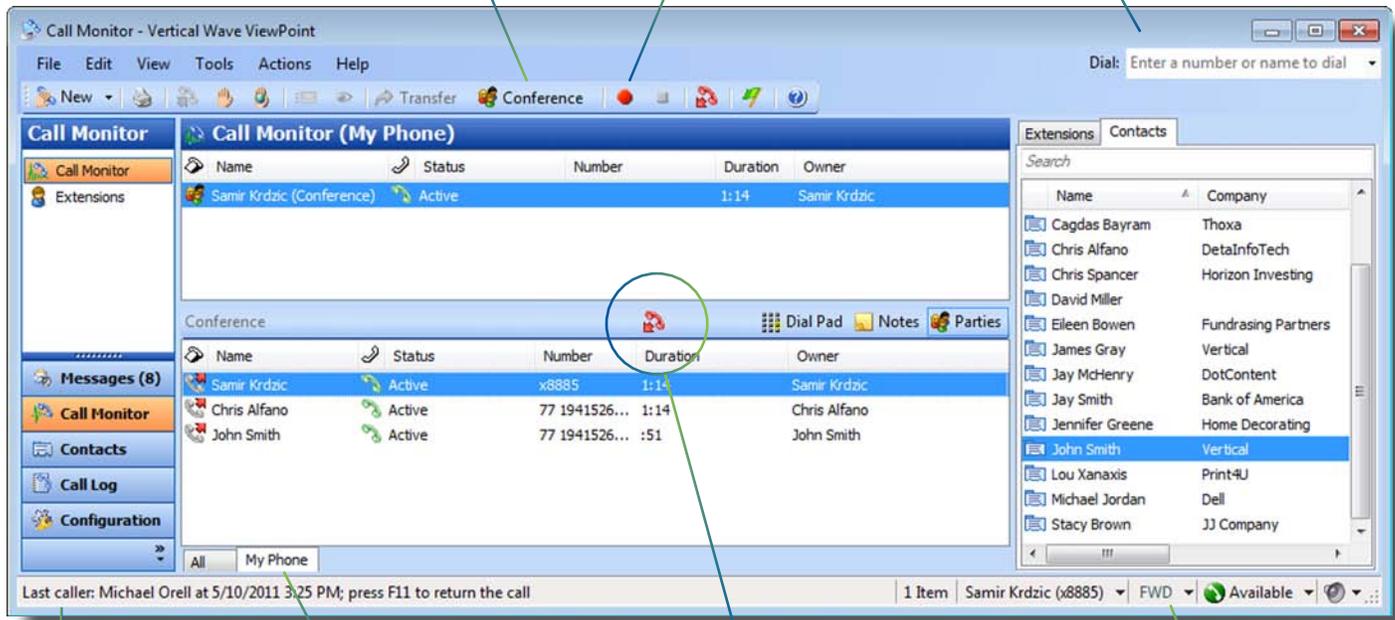
### Automating Appointment Notification and Reminders

One of the most significant areas for revenue loss in single and multiple practitioner environments is no-show appointments. So automating front office administration, such as patient intake, appointment and dosage reminders, or patient referral are highly attractive solutions that can immediately improve bottom line revenue. A quick analysis

*"Wave IP is setting the industry standard for Unified Communications with Mobile Extension, Secure Instant Messaging, Integrated Softphone, synchronous Microsoft Exchange Server and Web Integration – all as standard features, which enhance productivity significantly."*

*Clyde Zimmerman, Principle of FiberCom and Founding member of NextGen*

Fig 1. Wave ViewPoint Desktop client



ONE CLICK TO TRANSFER OR CONFERENCE CALLS

CALL RECORDING IS DIRECTLY ACCESSIBLE

EASILY MAKE CALLS

SEE YOUR LAST CALL AT-A-GLANCE

SEE WHO IN YOUR WORKGROUP IS AVAILABLE

DISCONNECT OR PUT ON HOLD INDIVIDUAL CONFERENCE PARTICIPANTS

FORWARD YOUR CALLS WHEN YOU ARE OUT OF THE OFFICE

“When you think about the man-hours it takes to complete 600 outgoing calls in a single day, the efficiencies we gained with the Wave Voice Server appointment reminder solution speaks for itself.” – **David Stephanski, Technology Manager, Disability Determination Services**

of the costs associated with no-show appointments demonstrates a conservative six figure loss of revenue:

### COST OF NO-SHOWS†

If your practice averages only four no-shows per office day based on five days per week, and four weeks of vacation per year, this translates to 960 patients per year:

$$(4 \times 5) \times 48 = 960 \text{ patients}$$

At an average office visit cost of \$125 per patient, no-shows amount to a loss of \$120,000 per year or more:

$$\$125 \times 960 \text{ patients} = \$120,000$$

† This analysis was performed without consideration of failures to show for higher reimbursed services such as neurodiagnostic procedures, which account for 27.1 % of neurology services and 55% of income, according to Dr. Mark Nuwer, et al. (Neurology 2001;56:586-591).

With Wave IP, integrating the dial plans and user data for a network of sites takes minutes.



### Confident Connections with Physicians and Office Staff

Wave IP provides powerful call management capabilities that make it possible for a medical office, clinic, or hospital to consolidate specific inquiry calls to one number and intelligently route calls to an available staff member so important calls are never missed.

Vertical's Professional Services team is experienced with medical business models and functions and can help you by creating specific calling queues dedicated to office functions such as appointment scheduling, nurse or physician counseling, patient referral, or to your accounting department. In the event a phone call is disconnected for any reason, “last agent routing” functionality will detect if the patient calls back and automatically connect them to the staff member they were speaking to previously.

With Wave IP your calling queues can have on-hold customized notifications (e.g., availability of flu shots or other seasonal vaccines). Conditional notifications can also be created, such as playing personalized prompts for special VIP callers like referring physicians.

Vertical Professional Services staff can connect your organization with powerful Interactive Voice Response (IVR) capabilities that can help automate routine

Wave IP provides integrated business and voice applications supporting a wide array of endpoints.



Edge 5000 series



Edge 700 series



DECT Cordless

“If a patient can’t wait on the line for someone to answer, the system allows them to be called back in sequence. It also allows important calls from doctors to be prioritized. This increased service level is a key priority of our business.” – **Kelly Scruggs, Business Manager, SW Oklahoma Cancer Center**

communications, such as:

- Appointment reminders
- Billing reminders
- Pre-surgery instructions
- Flu shot and screening prompts
- Notification of standard lab results



## Creating Confidence in Shared Healthcare Delivery

More times than not, timely referral of patients for chronic disease care is accomplished with a direct phone call from the general practitioner to a specialist. Confidence in shared healthcare delivery and patient referral between primary care physicians and specialists starts with how your office responds to that first incoming call. Dedicating specific calling resources to your referral network is the first step to closing the gap and insuring the right call goes to personnel with clinical capacity to triage patient. There are many gaps in communication from lab to clinician to the end patient that can be satisfied with Wave IP’s automatic appointment reminder calling features.

Wave Call Classifier, a customizable add-on application solution makes it easy for doctors’ offices to create a VIP service for their referral

network and prioritize calls based on caller ID, called number or any number of other caller attributes. Using caller ID you can verify that an incoming call is from a referring physician before the receptionist answers and display a pop-up on their desktop containing the contact information of that physician, ultimately ensuring that these calls are treated with the greatest importance and care.

## Protecting your Practice and PHI

HIPAA regulations designed to protect unauthorized access to Patient Health Information (PHI) is not isolated to the secure sharing of documents, it also includes the ability to safeguard unauthorized PHI disclosed over the phone or IM. Instituting an audit trail of communications coming out of your office with call and IM logging and recording can safeguard your practice against unauthorized disclosures of PHI. Wave IP includes management tools that allow you to aggregate call data to increase visibility into office/clinic operations and communication patterns, including:

- Flexible Content Management and Keyword Tools: Enhance audit trail capabilities and ensure that medical office users are adhering to required policies. Tag key words and phrases to be identified, removed, or blocked entirely. Notification can be automatic when violations occur.
- Logging and Reporting: Every IM communication is logged and can be easily converted into an audit trail. Reporting on client connections and usage, server connections, network usage and more are available. Search message archives by date, time, keyword or just browse.
- End User Controls: IM preferences can be easily standardized across the organization.

### **Smart today. Set for tomorrow.**

Wave IP is the leading Unified Communications system that delivers business tools and applications in a single integrated appliance that gives your organization the power and confidence to commit.

*“The Wave Voice Server appointment reminder system is a proven solution that can be easily replicated by any state DDS organization that wants to automate the appointment reminder service they provide.”*

*David Stephanski,  
Technology Manager,  
Disability Determination  
Services, Cabinet for  
Family & Health Services,  
Commonwealth of  
Kentucky*



## Improved Operational Efficiency and Security with Automatic Fax Routing

Faxing is a well-established form of communication and continues to be the preferred method for transmitting critical, confidential information in the healthcare market. Medical offices use faxes to handle the transmission of insurance forms, lab results, and patient medical records. Every day, physicians communicate via fax with pharmacies to submit prescription orders and authorize refill requests.

However, fax documents are an inherently unsecure medium of communication since there is no way to be able to tell who has seen what. Today, medical offices & clinics are turning to fax routing solutions that deliver faxed documents in a digital format directly to a specific staff member's desktop. Wave Fax Manager offers a simple way to create an audit trail of faxed communication and demonstrate your ability to keep PHI to those who need to know.

Wave Fax Manager is an add-on customized application solution that offers a medical office a "fax portal" where patients can call into a specially designated number, choose a standard document such as pre or post-op instructions from an automated menu, and enter their own fax number for where they would like the document to be sent. Wave Fax Manager can then automatically fax the requested document to the patient, removing

the need for an office staff member to be involved.

Wave Fax Manager is customized for your office environment so that fax communications become an efficient, simple, and secure process. It is also an affordable solution that does not require any 3<sup>rd</sup> party fax gateways or devices. Faxes received are saved in digital format as an email attachment allowing them to be viewed and accessed by authorized personnel using a PC or mobile smart device. Wave Fax Manager can streamline office fax communications by automatically routing and delivering inbound faxes to a secure, private email box.



### **UC for all. Regardless of size.**

Wave IP's simple and powerful licensing scheme provides the full power of Wave IP to all users as a standard feature on all systems.



**Wave IP 500**



**Wave IP 2500**

*"We now have a phone system that has the features we want and can grow with our company. The Wave IP software on our computers is as reliable and upgradeable as other business software."*

*Dave Brown, President,  
Mobility Transportation  
Services*

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## About Vertical Communications

Our expertise today is grounded in a rich, 25 year, heritage in business communications technologies and products. Over 200 patents have been filed in the past 15 years and form the basis of our award winning products. We offer a unique mix of innovative technology and established telephony brands like Comdial, Vodavi and Artisoft. And with over 200,000 working sites in North America and Europe, you can find us deployed and making a difference all over the world, in small to large enterprise customers, and across industry verticals.

Wave IP's unique *Applications Ready* architecture means its portfolio of integrated voice applications are included "in-the-box", including the award winning Wave ViewPoint Desktop and Mobile Client applications, Wave Contact Center, Wave Voice Server and Wave Call Classifier.

Contact us today and find out how Vertical can connect your business to its most important competitive asset: confidence.

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**For more information on Vertical products and solutions call 1-877-VERTICAL or visit us at [www.vertical.com](http://www.vertical.com)**

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### Corporate Headquarters

3940 Freedom Circle  
Santa Clara, CA 95054  
USA  
Phone: (408) 404-1600  
FAX: (408) 969-9601

### Customer & Technical Support

4717 East Hilton Avenue,  
Suite 400  
Phoenix, AZ 85034  
USA  
Phone: (480) 374-8900  
FAX: (480) 374-8852

### Charlottesville

1180 Seminole Trail, Suite 150  
Charlottesville, VA 22901  
USA  
Phone: 1-877-VERTICAL  
(1-877-837-8422)  
Select Option 0 for a Dial  
by Name

### Europe

Vertical Communications GmbH  
EMEA Sales  
Domagkstrasse 7  
85551 Kirchheim, Germany  
Phone: +49 89 90779460  
Fax: +49 89 90779488

