



Chicago    Resurrection Hospital    Highland Park    Lake Zurich    Skokie

Overview

**NexGen centralizes, simplifies, and enhances health care communications**

**Retina Services of Illinois** is a retina surgical practice with multiple locations in the Chicago Metropolitan area. In addition to treating retinal and macular disorders, they are one of the few retinal practices in the country offering expertise in ocular oncology. They pride themselves in offering cutting-edge services at high-tech surgical facilities and medical offices. The surgeons and staff offer patient care on a 24/7 basis.

Challenge

Because their multiple locations had a variety of older technology telephone systems, the organization was not functioning as effectively and efficiently as possible. The multiple sites were unable to communicate easily as phone calls could not be transferred from office to office, the doctors' messaging system was antiquated, and maintenance on the multiple systems was difficult and costly. Doctors and staff moved from site to site and locating them for important calls was often challenging. The practice was growing and their current telecommunications system was simply too outdated to meet their increasing needs.

Solution

Retina Services chose **NexGen Services** to design and install a state-of-the-art Allworx VoIP phone system and a Windstream MPLS network allowing all of their locations to operate and appear as an integrated unit. Their new phone system and network included low-cost, high-speed internet service and Cisco security appliances to provide fail-over routing and security. Calls are answered centrally and easily transferred to physicians and staff at any of their sites or to their cell phone when they're on the go.

The Allworx system offers rich standard features including site to site extension calling and transfer of calls, direct numbers that bypass an operator, voicemail to email for rapid delivery of messages to a physician's cell phone, and much more.

Results

In addition to these benefits, Retina's doctors and staff are now enjoying **REACH**, an **application that turns their personal cell phones into virtual office phones**. When they use the app on their cell phones, they are able to automatically receive office calls without call forwarding, and are able to hold, transfer, or conference those calls on their cell phones. They can dial their staff members by extension number, and most importantly, **outgoing calls show their office number, not their cell phone number**. Physicians have been most appreciative of this feature as it allows them to communicate with their patients from any location without divulging their personal phone numbers.

Another valuable tool is the **"Hot Desk"** feature which has allowed the physicians and staff members who rotate through multiple locations the ability to personalize any IP phone in their system simply by logging in. Calls are then automatically directed to their "hot desk" location, again, without call forwarding or attended transferring. And there are no more missed calls with the voice mail to email feature, which is also accessible on their cell phones.

From a healthcare standpoint, **Retina Services of Illinois** is an example of how a group of dispersed physician's offices can be brought together under a single platform to improve the productivity, the efficiency, and the agility of a practice as a whole.

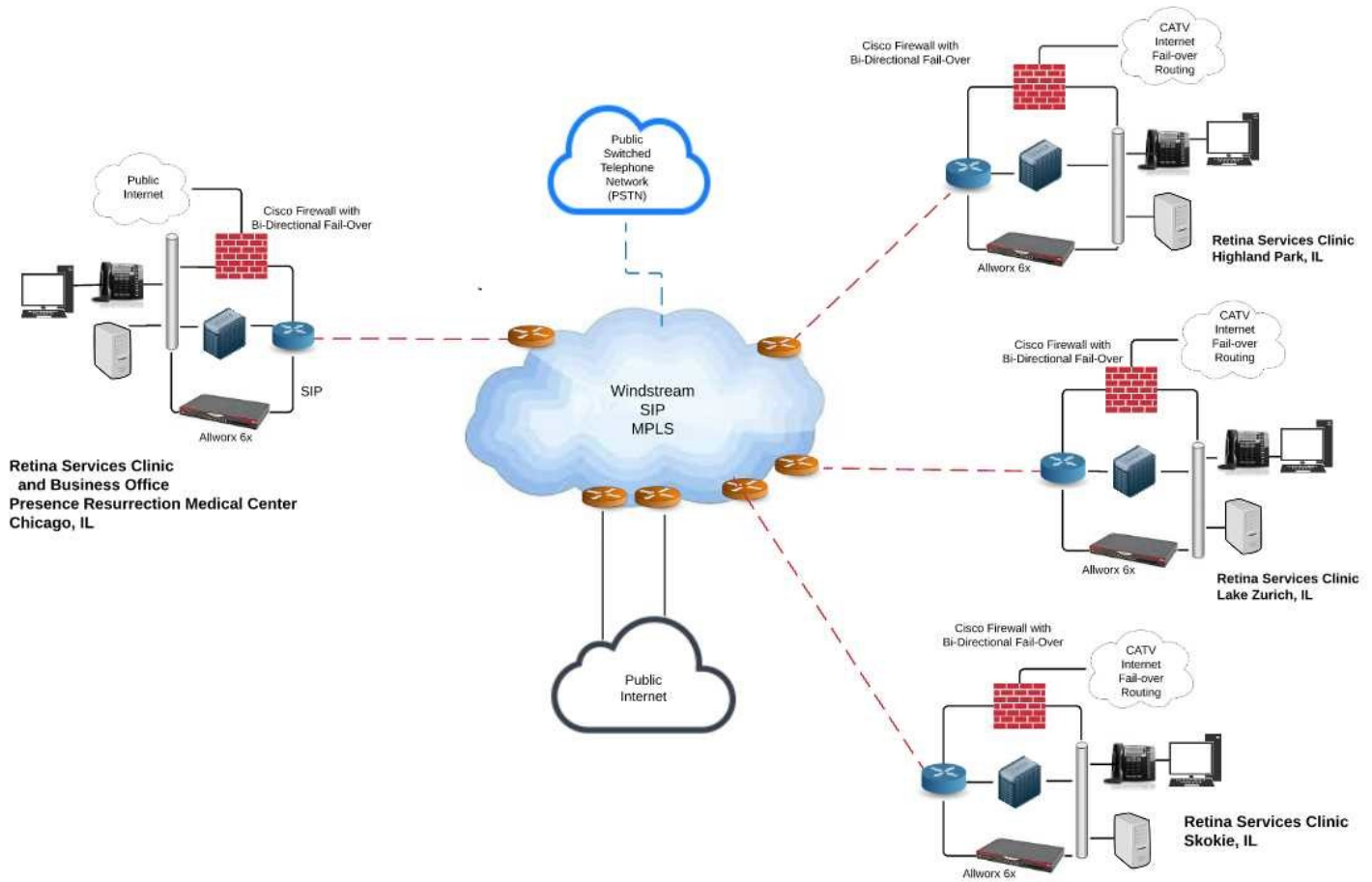
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