



CHESAPEAKE TELEPHONE SYSTEMS

customer experience

MARYLAND PRIMARY CARE



"In our doctors' offices, the voice communication systems are incredibly important to how they deliver patient care and how we function as a business. Now that IP voice solutions have proven themselves in the marketplace and in our offices, we're excited about our transition to IP."

— **Tom Forsyth**
Director of IS
Physicians Management Group

AT-A-Glance

Customer

- Healthcare Provider

Solutions

- Mitel 3300 IP phone system
- Mitel Ops Manager
- Mitel Your Assistant Pro
- IP phones
- Verizon ISDN PRIs
- Power over Ethernet cabling
- Integrated paging

Key Benefits

- Improved internal communication
- Cost savings on local calls
- Administrative control
- Reinforced data network plan
- VoIP migration plan

A healthy business

Maryland Primary Care (MPC) is a network of physician practices with 10 locations throughout Central Maryland. Supporting an exceptional medical staff, business operations are based in Millersville at Physicians Management Group, which supports the billing, operations and facility needs of the remote physicians' office locations.

The right prescription

Tom Forsyth, the Director of IS, recognized several years ago that IP would dominate enterprise voice communications in the future. At the time, he needed to balance that enthusiasm with the practical aspects of healthcare delivery – voice quality is critical and compromise is not an option. Wanting to explore how VoIP could fit into his health system network, Forsyth opted to start with a non-critical care setting. His corporate office in Millersville was the ideal pilot location, since the phone system there was near the end of its useful life.

A holistic plan

Chesapeake and MPC have been working together for 10 years. With an eye toward MPC's future, CTS engineered a Mitel 3300 IP phone system for headquarters that will also serve as the voice hub for all the remote offices. After a smooth weekend cutover, Forsyth now manages his new phones with a Mitel 'Ops Manager', making changes from his PC. He is ready to manage the physicians' offices as they come online.

The IP phones are powered across existing cabling, using Power over Ethernet technology. Further complementing the new system, Mitel's 'Your Assistant' module provides a desktop platform to place and answer phone calls as an alternative to traditional phones, and enables other messaging and collaboration functions directly from the PC.

Reinforcing the network

ISDN PRIs provide more efficient call handling, and the wide area data network that connects all the locations will be protected with backup links. The new communications system and redundant network are designed to enable MPC physician offices to stay well connected – and will allow Physicians Management Group to add future technologies as they emerge.

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