



TalkSwitch ties together Rockingham Healthcare and TruConnections

Since 1998, Rockingham Family Healthcare has provided family-centered health services, in Atkinson, New Hampshire. With over 1,500 patients, Rockingham is an essential piece of the community and takes pride in delivering prompt, reliable primary care services.

After years of operation and seeing thousands of patients walk through the doors, the Practice Manager, Glenn DiTulio and his staff were starting to notice a decrease in productivity when it came to handling incoming calls and caring for patients. With only four full-time staff, Rockingham needed a better phone system to manage the influx of calls they receive every day.

Challenge

"We were wasting a lot of time answering phone calls that didn't need to be answered," says DiTulio. "Our front office staff found it very inconvenient to have to answer phone calls every minute for prescription refills while they're trying to care for a patient who is standing in front of them. There was no prioritization and no organization. But since the current system and phones we had in place couldn't offer much in terms of capabilities, our hands were tied."

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On top of the constant phone call distractions, DiTulio was tired of paying high phone bills every month. "Even though we don't employ that many people, employee costs still remain our highest expense," DiTulio says. "That's something you can't avoid. Phone bills, on the other hand, are sometimes unnecessary expenses that can be altered and improved."

DiTulio set out to find a new phone system that could alleviate some stress and help Rockingham provide a higher level of service to its patients. He found both TalkSwitch and Microsoft's new voice recognition phone system, Response Point online.

Solution

While comparing the systems, he found more information about TalkSwitch than Response Point.

"I was turned off of the Microsoft Response Point because their product was new and their information wasn't as available."

"TalkSwitch had every owner's manual and data sheet available to prospective customers like me," he says. "There were also case studies and customer testimonials on their website that assured me that they were the real deal. So after speaking with the TalkSwitch sales team, we were referred to a local reseller, TruConnections Inc."

TruConnections provides business technical services covering software, voice, video and data to companies like Rockingham Family Healthcare. Mark Truhlar, President and a co-founder of TruConnections Inc., has been selling, installing and maintaining TalkSwitch systems since 2005, and wouldn't have it any other way. When it came to accommodating Rockingham, Truhlar knew the busy medical practice needed a phone system solution like TalkSwitch to handle their calls.

"I explained the TalkSwitch system in-depth to Glenn and that made for an easy install," Truhlar says. "He's a very detail-oriented client and wanted to know how everything worked. Based on our experience, TalkSwitch makes for a very simple and very smooth installation. It lets a client like Rockingham take the capability of the system and use it to its fullest."

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Truhlar identified exactly what Rockingham needed to become more efficient, save money and stay organized. TruConnections then implemented a TalkSwitch 484vs system, a 9133i IP phone, seven TalkSwitch analog phones and dual PSTN and VoIP lines to solve their problems. The system was fully integrated with Rockingham's data network to support the entire TalkSwitch unique blend of voice and data features.

"Rockingham needed an auto attendant to handle all incoming calls instead of distracting the front desk while tending to patients," says Truhlar. "Before TalkSwitch, they were using an old tape recorder that passed along personal contact information. Now they have an auto attendant that picks up all calls and forwards them to the appropriate extensions."

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Rockingham has also implemented the voicemail to e-mail feature that keeps DiTulio on top of every missed call.

"We've added general voicemail boxes that give access to multiple people so we never miss or skip an important message," says DiTulio. "I can check all voicemails through my e-mail inbox from my computer at home so I can stay connected to what's happening at the office."

"The TalkSwitch voicemail to e-mail feature is widely used by TruConnections sites, and Rockingham is no different," says Truhlar. "The ability to get your voice messages on a Blackberry, smart PDA, home PC or a laptop when you're out of the office helps our users like Rockingham stay in touch with the patients and provides an unparalleled level of customer service."

DiTulio has also eliminated his dedicated fax line, as his TalkSwitch can automatically detect incoming faxes. He has set up three analog and two VoIP phone lines to handle calls and cut costs. He also finds it convenient to be able to configure his TalkSwitch remotely.

"I've cut my phone bills by \$100 a month with VoIP," he says. "So within a few years, my TalkSwitch will have paid for itself. The ability to make changes ourselves when we're in the office or working remotely has been a great feature. On top of that, it's saved us money through tax deductions on office equipment."

"We've found the TalkSwitch system, phones, software and firmware to be very robust, very reliable and very owner-friendly. We're extremely happy with our TalkSwitch."

And when it came to installing TalkSwitch in Rockingham Healthcare, DiTulio knew he was in good hands with Mark Truhlar and TruConnections. After all, TruConnections connects its own offices with networked TalkSwitch systems, using TalkSwitch External IP phones, third party SIP, DECT 6.0 cordless phones and TruTalk videophones. According to Truhlar, TalkSwitch is the core of the TruConnections phone network, using both Verizon and BroadVoice VoIP phone lines.

"TruConnections did a fabulous job," says DiTulio. "I love how I'm able to make any and all changes to my TalkSwitch without having to call Mark or his team. We've found the TalkSwitch system, phones, software and firmware to be very robust, very reliable and very owner-friendly. We're extremely happy with our TalkSwitch."

Result

Since having TruConnections install a TalkSwitch system, Rockingham Family Healthcare has:

- Removed an inefficient and incapable phone system
- Avoided risking money on an unproven system
- Cut down expensive phone bills by over \$100 a month with VoIP
- Improved overall patient care by establishing an auto attendant to handle all incoming calls
- Dedicated an extension to prescription refill requests to improve efficiency
- Stayed connected to office messages with TalkSwitch voicemail to e-mail
- Saved money through federal tax deductions on office equipment
- Remotely configured the TalkSwitch system to support their business requirements
- Used remote extensions for after hours patient support
- Trusted the number one name in small business telephony

About TalkSwitch

TalkSwitch® designs and develops award-winning phone systems for small, multi-location and franchise businesses. Since its establishment in 1990, TalkSwitch has dedicated itself to developing PBXs and IP PBXs that tens of thousands of small businesses across North America rely on. With a growing global network of resellers, distributors and partners, TalkSwitch phones and phone systems are changing the way small businesses communicate. For more information, please visit our website at www.talkswitch.com, or call us toll-free in the United States and Canada at 1.888.332.9322. In all other markets call +1.613.725.2980.

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Rev. 9/2/2008