

# Advanced Medical Imaging Center Furthers Competitive Advantage with Mitel

### CUSTOMER NEEDS

- A new contact center to efficiently handle increasing call volumes and business growth
- Leading edge, IP-based phone system
- Voice mailboxes for all employees, including employees without desk phones
- Ability to support physicians and other staff when traveling or working from home

### SOLUTION COMPONENTS

- Mitel 3300 IP Communications Platform (ICP)
- Mitel Customer Interaction Solutions
- Mitel Teleworker Solution
- Mitel Your Assistant™
- Mitel IP Phones

### RESULTS

- Increased number of phone lines, voice mailboxes and calling features while decreasing costs
- Phone system supported a reorganization of staff for dedicated call handling
- Web-based contact center monitoring and reporting provide all the data necessary for adequate resource allocation
- Patients in reception area are now better served by dedicated administrative staff who no longer answer phones
- Staff is easier to reach, with assigned voice mailboxes and direct-in-dial numbers



As the only full-service outpatient medical imaging center between Nashville and Knoxville, Premier Diagnostic Imaging has made technology leadership a cornerstone of its success. Bob Gunter, Premier's executive director, explains: "Leading-edge technology sets us apart from other centers, because we can offer a smoother, faster experience for the patient, as well as better tools for physicians and staff to do their jobs quicker and more efficiently."

While the center's bread-and-butter relies on systems such as MRIs and CAT scans, the phone is also critical. To efficiently handle the growing number of inbound calls, Premier recently implemented a Mitel®, IP-based phone system and contact center.

### A True Referral Engine

"Although the phone system doesn't generate revenue for us, we wouldn't have any revenue without it," summarizes Gunter. All patient referrals come via the phone through physicians, and then, says Melanie Chadwell, director of marketing: "Nine times out of 10 the patient will call us to ask questions to prepare for the appointment."



it's about **YOU**

**ABOUT PREMIER DIAGNOSTIC IMAGING**

**Type:** State-of-the-art center for outpatient imaging services

**Location:** Cookeville, Tennessee

**Employees:** 55 full-time, 10 part-time, five physicians

**Website:** [www.premierdiagnostic.com](http://www.premierdiagnostic.com)

As the center grew and call volumes increased, problems emerged with the TDM phone system. Call routing capabilities were very limited, as was the ability to report on actual call volumes and trends. These issues affected the business and customer service. For example, front-office staff had to juggle patients at reception with switchboard-type activities.

In addition, says Bill George, Premier's IT director, "We wanted to know if we were maxing out our phone lines – we really had no idea if we were losing business because of the phone system. We also wanted to report on call volumes and peak periods to plan for growth."

After considering a hybrid system, Premier chose an IP-based solution from Mitel.

### New Phone System Enables New Operating Structure

Premier says the Mitel solution was the obvious choice, because it opens the door to so much value. For example, says George, "With a hybrid solution, we'd still have the same problem with moves, adds and changes. We'd still have to call a technician, pay a fee for them to come out, and wait three days for the service. With the Mitel system, we just pick up a phone and relocate it."

The center saves on more than technicians' bills. Today, a single PRI line provides 23 phone lines at less cost than the center used to pay for 13 analog phone lines. Services such as voice mail and hunt groups further increased the cost-per-line of the TDM solution. "Our true line cost used to be U.S.\$70 / month," George says. Today, it's about \$32 / month with many more services and functions to boot.

The Mitel Customer Interaction Solutions have supported a reorganization of tasks and responsibilities at Premier that is improving customer service. Using Automatic Call Distribution (ACD) calls can now be routed directly to operators most capable of dealing with patients' issues, enhancing call processing capabilities and increasing physician and patient satisfaction. Already, the average time a caller spends on the line has been reduced by half. Additionally, Premier has lowered the number of employees dedicated to answering the phones from eight to six, freeing up their time to work on other projects.

Direct-in Dial (DID) is a big hit for many employees, such as Chadwell. She explains, "Before, every single call had to go through the operator. Now, I can give people my direct line and those calls don't even go through the contact center. We've even noticed that the reception area is much quieter now that the phone is not constantly interrupting them."

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– **Bill George, IT director,  
Premier Diagnostic Imaging**

Other advantages include the ability for every employee to have a voice mailbox – even those employees who do not have desks or dedicated phones. Now, they can pick up voice messages from any phone. The center also has two Mitel IP phones equipped with the Mitel Teleworker Solution, which physicians use to hook right into the phone system using a broadband connection from hotel rooms or other clinics when they travel.

“Mitel is also SIP-compatible,” George adds. “So in the future we have the option to get our local dial tone from other carriers. As local number portability becomes more available, we won’t be tied to our local service provider. Those are all things that Mitel brought to the table.”

# Customer Experience

## → Premier Diagnostic Imaging

### MITEL it's about YOU

Companies don't make decisions, people do. That is why Mitel is leading the way toward a new and more personalized approach to communications for enterprise and small business. Our innovative solutions, applications and desktop appliances enable you to access, process and control your communications and information naturally, simply and efficiently.

Our solutions allow you to collaborate over distance and time and to interact with your customers, colleagues and partners as never before. By combining the power of voice, data and video over converged high speed networks, Mitel provides you with flexible and personalized tools that let you leverage the latest advances for personal and organizational advantage.

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**North America**

Tel: (613) 592 2122  
Fax: 1 800 648 3579

**Benelux**

Tel: +31 (0)30 85 00 030  
Fax: +31 (0)30 85 00 031

**Middle East**

Tel: +971 4 3916721  
Fax: +971 4 3915288

**Latin America**

Tel: (613) 592 2122  
Fax: 1 800 648 3579

**Italy**

Tel: +39 02 2130231  
Fax: +39 02 21302333

**South Africa**

Tel: +27 82 559 8688  
Fax: +27 11 784 6916

**UK**

Tel: +44 (0)1291 430000  
Fax: +44 (0)1291 430400

**Germany, Switzerland, Austria**

Tel: +49 (0)211 5206480  
Fax: +49 (0)211 52064899

**Asia-Pacific**

Tel: +852 2508 9780  
Fax: +852 2508 9232

**France**

Tel: +33 (0)1 61 37 00 90  
Fax: +33 (0)1 61 37 00 99

**Portugal and Spain**

Tel: +34 91 490 5300  
Fax: +34 91 490 5301

**South Pacific**

Tel: +61 2 9023 9500  
Fax: +61 2 9023 9501

[www.mitel.com](http://www.mitel.com)



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