




Case Study  
**Healthcare Vertical**





e&'s turnkey Unified Communications project incorporates latest technology with the best global practices ensuring a scalable, secure and future-proof solution for the healthcare provider.

## ■ Customer Background

Established in 1996, this hospital is an acute care, general medical/surgical private hospital. Known for providing best-in-class and quality services through its expert panel of doctors and advanced care procedures, the hospital has shaped the healthcare dynamics of the region.

The medical provider aims to transform the healthcare sector by implementing innovative solutions for patients, employees and overall management. With expansion plans to open more branches and associate with leading medical practitioners to provide quality care, the hospital has set a benchmark for the healthcare community. The vision of the hospital is to make the region healthier and sustainable through innovation and medical excellence.





## Challenges

The main challenge for healthcare providers in the region is to consolidate data and manage information securely in real-time. As the healthcare sector pays considerable attention to innovation and superior management, there's a need for a solution that takes care of the requirements of patients, medical professionals and management staff. Visitors expect medical centres to have an inventory management system that keeps records of their past visits, medical condition and health details, among others. Hospitals have to make the patient visit comfortable and reliable by ensuring their communication process is structured and simplified.

### CHALLENGES

- ⊙ Rising cost of communication
- ⊙ Multiple vendors
- ⊙ Centralising technology
- ⊙ Need for better management
- ⊙ Legacy technology

Growing pressure to optimise costs and have a communication model that aligns with their corporate strategy along with centralising technology was the main challenge for the healthcare provider. It was also getting problematic for the hospital to manage multiple vendors and balance diverse technology solutions. The hospital wanted to upgrade its legacy communication tools to a future-proof solution that is easily scalable and user-friendly for its staff. Harmonising patient expectations along with staff management, daily operations and swift communication were the priorities of the prestigious hospital.

### BENEFITS

- ⊙ Cost optimisation
- ⊙ Single point of contact
- ⊙ Centralised technology
- ⊙ Effective use of technology
- ⊙ Updated technology implementation
- ⊙ Scalability





## ■ Solution Details

The hospital was looking for an end-to-end managed service provider to unify their communication, manage voice networks and work with third-party software integrations.

The hospital wanted to embrace the best global practices from the healthcare sector and make its operations seamless, automated and connected.

e&'s digital expertise made them a trusted choice for the hospital to deploy a turnkey solution that complies with the functional requirements of the hospital. Having supported the technological vision of other hospitals, clinics and medical centres in the region, e& was responsible for planning, designing, installing, operating and maintaining the unified communication solution for the healthcare provider.

The healthcare provider already shares an excellent business relationship with e& due to the proven implementation expertise in the past. The extended partnership strengthens the customer's position in the healthcare sector by putting technology to an effective use and creating a user-friendly IT infrastructure for the patients, medical professionals and staff.

### **The solution offered by e& comprised:**

- An end-to-end managed bundled solution to unify communication aspects and optimise costs. The offering lets the hospital have a single vendor taking care of their connectivity, network, communication and management needs
- The six sites of the hospital were connected through managed IP telephony to ensure complete connectivity for all the branches
- All the clinics were connected on a special QoS bandwidth for voice traffic to the hospital
- The hospital's existing PRI's were replaced by providing future-proof redundant SIP core trunks, allowing easier implementation of new-age technology and frequent updates
- Being a healthcare provider, it's mandatory to have advanced features that allow ease of operations for day-to-day functions. e& offered call manager, contact centre, operation console, SMS gateway, billing server integration and more
- e& also integrated professional services for Billing software, ERP and HIS, which contribute to systematic management
- A state-of-the-art Client Network Operation Centre (CNOC) with an advanced IT infrastructure manned by certified IT professionals offers 24/7 support services to the hospital. This drives real-time monitoring and notification along with performance reports that are easily accessible by the hospital





## BUSINESS RESULTS & BENEFITS

- ⦿ **Effective use of technology:** The advanced solution implementation allows the hospital to use technology effectively. This also ensures that future updates and integrations will be compatible with the new ICT infrastructure
- ⦿ **Single point of contact:** As e& is a single end-to-end managed service provider for the network, communication, connectivity and management, the hospital will experience streamlined operations and prompt 24/7 support
- ⦿ **Scalability:** In the case of branch expansions or new developments, the scale-as-you-grow model ensures all sites are covered and run seamlessly to avoid any downtime
- ⦿ **Cost optimisation:** The Unified Communications solution replaces the legacy model and streamlines communication. The future-proof centralised SIP connectivity along with other managed services in a bundle optimises the overall connectivity costs
- ⦿ **Centralised management:** With a single managed service provider, seamless centralised management will be a reality for the hospital. Since the monitoring and management including third-party integrations will be done by a single provider, the healthcare provider's network and communication will be centrally managed
- ⦿ **Better customer service:** State-of-the-art features like call centre management and SMS gateway, among others, supports the overall customer experience. The customer-oriented communication infrastructure helps in creating reliability among the hospital visitors
- ⦿ **Improved efficiency and productivity:** The Unified Communications solution empowers the staff by making communication structured and simple

## TECHNICAL DETAILS

- ⦿ Managed Unified Communications
- ⦿ Managed Telephony