






From Pain to Profit

How an Advanced Phone System Can Transform Your Practice

As overhead rises and competition for patients intensifies, protecting your bottom line in more challenging and important than ever. If you're experiencing any of these five issues, the profitability of your practice could be at risk.

| PAIN: | SOLUTION: |
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| <p>1 RIISING COST OF LABOR Unproductive "telephone tag" can significantly decrease practice staff efficiency, requiring greater numbers of office personnel.</p> |  <p>Multi-modal tools: secure instant messaging, presence management, customized call routing</p> |
| <p>2 CHRONIC PATIENT NO-SHOWS Missed patient appointments average 23-34% for medical practices nationwide, with a significant loss of income as a result</p> |  <p>Places outbound patient notification calls automatically, reducing patient no shows by more than 30%</p> |
| <p>3 RIGID COMPLIANCE LAWS Patient privacy is a growing concern for medical practices, especially in light of strengthened HIPPA privacy and security regulations</p> |  <p>Secure, hosted UC that supports providers with their HIPPA compliance requirements</p> |
| <p>4 TIME-CONSUMING PATIENT INQUIRIES Exemplary patient care includes being responsive to their questions about treatments, medications, and other details that physicians have little time to address</p> |  <p>Telephony-enhanced patient portals that improve access and response time between patients and providers</p> |
| <p>5 COORDINATING ON-CALL SCHEDULES It's crucial that on-call and after-hours physicians can be reached, the only way to ensure that patient needs are safely addressed</p> |  <p>Includes mobile applications with customizable presence settings and contact preferences</p> |