



## Unified Communications for Physicians Practices

**Improve mobility, care coordination, and collaboration. STAT.**

### Patient-centered care

Patients today have many choices of healthcare providers, and they have high expectations of their patient experience. How can you stay competitive within this new patient-centered healthcare landscape?

Pro-active, service-focused patient communications are mission critical. Don't risk jeopardizing a valuable relationship with a poor patient engagement. Instead, delight your patients with your attention to communications detail.

Equally important is your staff's ability to collaborate within your practice to optimize patient engagements and overall practice operations. Your ideal solution is a communication and collaboration solution that can streamline practice workflows, maximize patient revenue, and reduce operational overhead.

### WHAT CUSTOMERS SAY:

"An immediate benefit was patients saying how great it was to speak to someone and not have to wait for a call back. For our practice, which is so focused on patient satisfaction, this was the ultimate validation that we made the right choice in phone system."

KATERI HASKETT  
CEO  
Pediatric Associates, PSC

### Precision tools for clinical transformation

Parallel offers the most comprehensive, cost effective unified communications solutions available in the market today—from contact centers spanning multiple locations, to mobility solutions that connect teams via smartphones and tablets, to fully hosted subscription phone services in the cloud. That's why nearly 1,000 hospitals, physician practices and extended care providers utilize Parallel for their communications needs.

Parallel provides automated call routing, queuing and messaging options that easily accommodate variable hours, staffing and call volume levels. You can offer callers self-service options that give them the answers they need, faster, and intelligent out-bound call automation that makes pro-active patient engagement easy to administer. And you'll be able to communicate with staff instantly via instant messaging, extension dialing and mobile devices to ensure highest care.

# Solution Overview



## Rx for mission-critical collaboration

Here's why physician practices trust their investment in a Parallel phone system:

- Reduce patient no-shows: When patients receive reminder phone calls, they appreciate the prompt and your operation appreciates the schedule continuity. Parallel fully automates out-bound patient appointment reminders and addresses the challenge of patient no-shows.
- Optimize patient support services: Group and multi-location practices can centralize patient appointment management, billing support, satisfaction surveys, test result delivery and more. Parallel streamlines overall patient engagement capabilities and eliminates redundant or inefficient workflows.
- Enable staff mobility: Improve your access to staff members who alternate their time at multiple locations, and increase responsiveness to patients. With Parallel, dispersed teams can use their own mobile devices to efficiently collaborate with others using instant messaging and web conferencing.
- Enhance your patient web portal: Improve patient satisfaction by adding a "call me now" feature—patients receive assistance when it is most convenient for them via

the contact medium of their choice: e-mail, voice call, or web chat.

- Manage multi-sites with ease: No matter how you mix-and-match equipment across your locations, system administrators manage your entire Parallel system via a simple "single image" browser-based interface. And phased roll-outs easily integrate with pre-existing telephony systems.
- Leverage the cloud: If you prefer monthly, recurring operating expenses versus upfront capital equipment purchases, then you may also prefer to use unified communications as a service (UCaaS). Parallel's hosted cloud-based phone service ensures that your practice always has the latest system capabilities—without the need for on-site hardware or technical staff support. Our redundant network operations center and HIPAA-compliant data center assure cloud service continuity and security.

## Supporting both patient and physician practice health

When patient care and satisfaction are at stake, physician practices can't afford miscommunication. Whether you choose a Parallel on-premises or hosted IP phone solution, we keep your practice financials healthy by reducing communication waste, improving patient engagement and offering the most-effective unified communications solutions available today.