

Multi-site pediatric practice focused on patient satisfaction

Pediatric Associates, PSC of Northern Kentucky is a pediatricians practice with 22 providers across three locations in the Northern Kentucky area. The practice holds the National Committee for Quality Assurance's (NCQA) highest level of certification as a Level 3 Patient Centered Medical Home, and executes a model of care that seeks to strengthen the physician-patient relationship by promoting improved access, coordinated care, and enhanced patient/family involvement.



PATIENT SURVEY IDENTIFIES ISSUES WITH PHONE SYSTEM

It was Pediatric Associates' patient feedback that prompted the practice to move to a new phone system. The previous phone system did not allow the practice to queue calls, resulting in many patient calls being directed to voice mail. Not only were patients frustrated, but much of the practice staff's time was spent listening to and documenting the messages, then calling parents back.

A COMMUNICATIONS SOLUTION THAT SUPPORTS THE PRACTICE'S MODEL OF CARE

Pediatric Associates chose a Mitel MiVoice Connect premise-based VoIP system because it met all of their current needs, and has the flexibility to expand to meet their needs in the future. The most obvious immediate benefit of the new system was the ability to queue calls. "From the beginning, we were able to pick up most calls within a time frame that the patient was comfortable waiting in queue," said Kateri Haskett, CEO. In fact, the practice went so far as to test the voice mail system because they were surprised to find no patient messages, and wanted to be sure it was set up and working correctly.

An unexpected benefit of the ability to queue calls was that the practice's long distance bill decreased to one third of the usual cost. Many people keep their cell phone number even after moving, so a number of Pediatric Associates' patients have out of state phone numbers. Since they were originating so many calls to return voicemails, the practice had a significant long distance cost. It was a welcomed, unexpected savings to see the long distance costs drop.

PEDIATRIC ASSOCIATES, PSC

INDUSTRY

Healthcare

CUSTOMER

Pediatric practice with 22 providers

Three sites in Northern Kentucky

NCAQ Level 3 Patient Centered Medical Home

CHALLENGES

Unable to queue calls

Staff inundated with patient voicemails

Patients dissatisfied with phone experience

SOLUTIONS

Mitel MiVoice Connect

Call queuing and reporting features

RESULTS

Patient satisfaction rate increased to 93%

Decreased long-distance cost due to less call-backs

Ability to determine more efficient staffing needs based on reporting

Feature enhancements without additional capital expense



“The other wonderful immediate benefit was patients saying how great it was to speak to someone and not having to wait for a call back,” said Haskett. “We started getting these comments right away. For a practice so focused on patient satisfaction, this was the ultimate validation that we made the right choice in phone system.”

SURVEY SAYS: PATIENTS “EXTREMELY SATISFIED”

In fact, 93% of patients that called were “satisfied” or “extremely satisfied” with the new phone system, according to the practice’s patient survey – a major turnaround from the prior year survey responses, where numerous patients expressed dislike in the phone system and having to leave a message on voice mail.

A key long-term benefit is that the system is able to grow with the practice without significant additional capital expense each time they want to add features. Additionally, the reporting has been very helpful in determining staffing needs, tracking down phone numbers, and generally analyzing the practice’s overall phone use.

“When we first met with Pediatric Associates, I knew that Parallel would be a perfect fit,” said Dave Hammond, sales executive at Parallel Technologies. “Their focus on quality,

coordination and accessibility for patients reflects Parallel’s own focus on our customers. We’re pleased to be able to work together with their practice to craft a communications solution that meets both the practice’s and the patients’ needs.”

The decision to partner with Parallel has been a positive experience. “Parallel was professional and truly listened to our needs and worked with us to find the best solution,” said Haskett. Implementation of the new system went very well; training was thorough but not overwhelming, and the cut over from one system to the other was much easier than expected - each work station was down for only a matter of seconds while the new phone booted up. “And of course, ongoing service from Parallel has been great,” Haskett stated. “Everyone is always polite and helpful.”