

CUSTOMER EXPERIENCE



ABOUT MEDICAL CENTRE RUHRORT

Type: Medical Care

Location: Duisburg, Germany

Other Centres: The European Prevention Centre in Berlin

Website: www.mcr-online.de

CUSTOMER NEEDS

- Reliable communications system
- Adapts to flexible structure
- Increase productivity
- Mobile communication devices must integrate seamlessly into the IP telephony system

“Under challenging roll-out conditions whereby the network changed constantly, the Mitel system was extraordinarily reliable and also offered exceptional voice quality right off the bat.”

– Michael Zimmer, Project Manager,
B&B Medconsult

Fast, Innovative Communications for the Medical Centre Ruhrort

The Medical Centre Ruhrort (MCR) of Duisburg is a cross-specialty medical care centre. Since the summer of 2007 doctors and partner organizations have been collaborating on the basis of an innovative concept on premises of over 7,000 square meters (75,500 square feet) in 14 specialties. From primary care to personalized prevention programs at the “European Prevention Centre”, at MCR no stone is left unturned when it comes to the patients’ wellbeing utilizing the latest high-tech equipment. Two operation theaters with a recovery area and several patients’ rooms complete this comprehensive package.

MCR also opted for a futuristic technology for its communications systems choosing VoIP telephony from Mitel®. A VoIP environment allows for especially flexible workstation configuration; simply disconnect a telephone from one location and reconnect it to the network somewhere else entirely – the telephone retains its number with all its properties. The telephone is integrated into the data network much like a software component, and in turn other software components can be connected to it. This considerably reduces cabling volumes.

The Challenge: Diverse, Dynamically-Changing Demands from 14 Medical Specialties

The diverse communication demands from the different autonomous specialties at MCR represented a particular challenge during selection and implementation of the system.

MCR was interested in acquiring a high-availability, redundant system. Additional criteria were as follows: to enable seamless communications between different groups of personnel on the premises, and to map as many lines and call numbers on the end devices as possible (activated at the touch of a button). The primary aim was to provide nine completely separate organizational areas via a single telephone.



SOLUTION COMPONENTS

- Mitel 3300 IP Communications Platform (ICP)
- Contact Centre Solution
- IP Dect phones
- Mitel 5340 IP phone
- 30 additional analog devices
- Mitel Unified Communicator Mobile
- Mitel Unified Communicator Advanced

RESULTS

- Reliable communications solution
- Cost reductions
- Improvements in organizational efficiency and productivity
- No user training needed

Another aim was to increase the level of productivity at MCR, reflected in the wide distribution of extension numbers including even in the most remote of storage rooms. An essential requirement was to avoid having to make unnecessary journeys. And last but not least the intention was to seamlessly integrate mobile communication with the IP telephone system. The intention was to create an infrastructure that provided optimal support for the collaboration and information exchange between staff.

The Solution: A Modern IP Telephony System and a Powerful Service Provider

MCR selected Mitel due to its 'best of breed' technology and integration between Mitel's telephony solution and the 'HP ProCurve' network architecture. In this regard traditionally great importance was placed on a customized and highly granular system architecture design.

"Under challenging roll-out conditions whereby the network changed constantly, the Mitel system was extraordinarily reliable and also offered exceptional voice quality," explains Michael Zimmer, Project Manager at B&B-MEDCONSULT. He also highlights the positive experiences of users who were able to use the telephones intuitively without requiring any training. All staff members when reaching for the phone were aided by a number of telephone displays. For example the third display on all end devices displayed a list of all the main numbers for the specialties.

Personalized key labels allowed users to flexibly make changes at any time without having to access each end device individually. A mature dialing plan with a well thought-out call flow also ensures optimum availability with hardly any call going unanswered.

Mr. Zimmer also emphasized the futuristic vision in equipping each of the end devices with HTML capability. This makes it possible to configure the patient's telephone in such a way that the patient on the phone's display is greeted by name and also allows them to retrieve or submit information to / from any server.

The Result: Higher Productivity Compared to Traditional Organizations

The Mitel 3300 IP Communications Platform (ICP) with its comprehensive portfolio of end devices could be adapted to MCR's different requirements in the best possible way. Another challenge was to realize the broadest variety of call flows, which were implemented down to the last detail. The following components were implemented at MCR, alongside the time-intensive programming:

- Mitel 5550 IP Console: PC-based convenient call management workstations.
- Mitel 5340 IP Phone: Convenient end devices with 47 freely-configurable buttons on three displays with dynamic, independent key labels and a large, back-lit display. The deployment of this type of system across the board at MCR is indicative of the high demand on basic usability.
- Mitel IP-DECT OP27: Wireless telephones with access to a centralized telephone book, SOS keys, headset port, quick-dial feature, auto pick-up, long battery life, conference call facility with up to 8 persons, vibration mode.
- Mitel Unified Communicator Advanced: Efficient CTI application with secure instant messaging (IM), simple activation of call diversion profiles, document dispatch, location-dependent cooperation with video calling, remote document and desktop access.
- Mitel Unified Communicator Mobile: Integration of cell phones as equal-value extension in the telephone system.
- Analog connections for fax machines and emergency call systems.
- 'Express Messenger': Integrated voicemail system with auto attendant, distribution lists, temporary answer phone messages, voice to email.
- Aurenz AIWin Pro Call Data Tracking: Efficient charge tracking system with the ability to map the complex structures of the organization and practice and to allocate communication charges with precision. Invoices are created fully automatically and sent by email without any manual involvement.

MEDICAL CENTRE RUHRORT

B&B-MEDCONSULT is very happy with the solution: "For us, the Mitel solution passed the test as a native VoIP system with a wide range of functions and a high-end, highly-transparent and freely-configurable end devices."

The Conclusion

By deploying Mitel equipment it was possible to create a perfect communication solution for the Medical Centre Ruhrort which lowered costs whilst aggressively improving organizational efficiency.

"We consider the project to be a success," concludes Michael Zimmer.

"We are especially impressed by the stability of the solution, the short training times for the end devices and the reliability of the cordless telephones."

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