



Case Study: Delta Telephone Nortel Upgrades Rescue Nova Medical Group

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Founded in 1988 in Sterling, Va., Nova Medical Group experienced rapid growth which necessitated a move in 1991 to a new location, and the establishment of the practice's first of three Urgent Care Facilities. Patients' needs for less expensive and more efficient alternatives to the ER for non-life-threatening illnesses are addressed in these Urgent Care facilities. Nova Medical Group has grown to become the largest primary care practice in Loudoun County.

At Nova Medical Group, patients are seen by appointment for routine care. Should an urgent problem arise, medical attention is close by at an affiliate, NOVA Urgent Care. Nova Medical Group patient records are accessible to the Urgent Care facility, providing greater continuity of care. Same day appointments are accommodated at both Nova Medical Group and Nova Urgent Care.

Challenge

Nova Medical Group employs an older version of [Nortel](#) that was in need of servicing, at the minimum. In addition, because of its dated design, problems were arising with incoming calls overwhelming the system and sometimes being misrouted. Seeking means to handle incoming calls with greater efficiency, Nova Medical Group sought a business solution that would not only replace their outmoded system, but would in fact operate at a lower cost.

With the older system spread across several separate sites, calls were frequently handled by separate physicians in each location. In the case of unforeseen increased call volume, staffing needs were often caught short without sufficient operators to handle incoming traffic.

Solution

[Delta Telephone & Cabling](#), established in 1981, and headquartered in Crofton, Md., engineered a high-quality voice and data solution from industry-leading manufacturers. A leading provider of Nortel voice and data products in the Washington/Baltimore region, Delta has built a team of voice and data specialists dedicated to the highest levels of customer support.

Delta provided a range of technological upgrades which included VoIP Trunking between sites with call center technology to route calls to the most qualified employee across all four sites while tying all sites together, with all scheduling and customer services handled from a single central location. The new system also tracks peak call volume, permitting supervisors to staff call centers accordingly. VoIP Trunking allows both voice and data traffic to move across all circuits, creating unified dialing and messaging plans with easier to manage voice mail.

Results

The changes instituted by Delta have allowed Nova Medical Group to decrease their communications costs while increasing the quality of their customer service. Clients can still dial the old numbers, but they are now routed through the central office, where customer service representatives can provide faster and more efficient service. Staffing is more efficient, with more representatives to answer phones during peak calling periods.

With the installation of Delta's new NORTEL systems, Nova Medical Group will realize a return on their initial investment in just two years!

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