



## Cowfold Medical Group - Driving Growth with Hosted Telephony Communications

### Cowfold Medical Group

CMG are a rural general practice who provide medical cover for a large physical area. They operate out of two separate surgeries with staff spread between them. CMG's doctors, nurses and all other staff are not only dedicated to offering a professional service, but are actively seeking ways to improve the experience for their patients.

manage the effective communications when the surgery was closed were two of the fundamental challenges for CMG.



### Executive Summary

Cowfold Medical Group (CMG) are a Sussex based, general practice with surgeries in Cowfold and Partridge Green.

**"We wanted to be able to give patients options for various services when both receptions were closed."**

**Dizzie Booth - Dispensary Manager, CMG**

### Challenge

- Centralize incoming phone calls and adopt a common voice mail system - to alleviate pressure on staff at peak times
- Effective use of reception staff at both sites
- Out of hours options
- Unify billing system

### Challenge

CMG found that it was beginning to outgrow its communications system. The separate PABX systems that had originally worked efficiently at each site were now creating the operational effect of several disparate companies instead of a fully integrated business.

Another objective was to find a billing system that was simple, clear and provided detailed call reports.

### Solution

- Hosted telephony system with unified communications across both sites
- Virtual Operator
- Online unified billing system

**"We had multiple lines with multiple bills which were very difficult and time consuming to reconcile each month."**

**Jan Case - Practice Manager, CMG**

### Business Result

- Simplifying billing and improving efficiency
- Improved appointment bookings for patients
- Improved flexibility to change

One of the main challenges for CMG was how to deal with the large call volume of requests for appointments. This was a particular problem during the surgeries peak time in the morning from 8.30-10.00.

CMG wanted to streamline its communications, both with patients and within the practice, as part of its strategy to improve operations, reduce costs and invest in its future.

How to get effective use of the staff across the two physical sites and

**Solution**

01 Telecom replaced the two stand alone PABX's with a hosted solution that brought all the users from both sites into a common telephone system. This enabled CMG to operate seamlessly across the two surgery sites.

By introducing our hosted telephony solution they were able to implement a change to their working practice whereby for the peak of appointments calls between 8.30 and 10.00, calls could be answered by receptionists at both surgeries.

An 01 Telecom Virtual Operator enabled all incoming calls to be directed to the right department and so calls could now be answered by more than one person and in multiple locations. Not only does this ensure that they never miss a call but it optimizes staff across their sites.

CMG also used the Virtual Operator to give patients a range of options for access to services after hours.

All telecommunication services now come from 01 Telecom which are presented on a single bill. The online format means bills can be stored and archived very easily.

**“We needed a clear picture of the Telecoms cost in the business.”**  
Jan Case - Practice Manager, CMG

01 Telecom moved CMG from proprietary handsets to our open standard high quality Polycom range of handsets. The Busy Lamp Field feature on the Polycom IP 650s enabled receptionists to see when the doctors are free to see patients.



CMG is a primary care service. The reliability and performance of the telephone system is paramount. To this end our technical architect designed a solution that is completely independent on the LAN PC infrastructure. Using broadband from two different suppliers, with a sophisticated fail over router that detects if one broadband fails and automatically switches to the other, ensures the highest reliability.

**Streamline Your Communications with 01 Telecom Hosted PBX**

To find out how 01 Telecom can bring enhanced communications services to your business, go to [www.01telecom.co.uk](http://www.01telecom.co.uk).

