

# HEALTHCARE

## MAJOR HEALTHCARE ORGANIZATION CONSOLIDATES TELECOM USING VOCAL IP



### OVERVIEW:

Following a major organizational merger, a large regional hospital and healthcare network sought out a scalable, HIPAA-compliant VoIP solution for their telephony needs. They needed to securely improve efficiencies, meet regulatory compliance demands, and achieve strict cost cutting goals. Leveraging Vocal IP's cutting edge platform, this organization successfully integrated their telecom and IP networking services across over 300 provider locations.

### PROBLEM:

This Vocal IP customer is a very large healthcare system in the Northeast United States, treating over 3 million patients annually and spanning over 300 locations. When they acquired a major regional hospital - a level 1 trauma center and one of America's best comprehensive cancer treatment centers - this organization quickly concluded that they needed to evaluate and consolidate their voice and data services into a single efficient, IP-based telephony platform.

U.S. healthcare providers today are under enormous market and regulatory pressure to reduce costs, streamline operations, and substantially improve patient outcomes. This has been the driving force behind major mergers such as this one, achieving economies of scale with simplified and centralized operational workflows. Unfortunately, these mergers are also accompanied by the daunting task of combining disparate technology infrastructures, systems, and methodologies. This can easily lead to increased costs in the short term, as well as unplanned redundancies and workflow breakdowns.

In addition, U.S. healthcare providers must meet another stringent legal requirement: HIPAA regulatory compliance, which requires rigorous data security and safeguards to protect patient privacy. Few VoIP providers in the U.S. market provide end-to-end HIPAA compliance, and this organization wanted to avoid the additional cost overhead of implementing their own HIPAA-compliant security layer on an inferior VoIP platform.

Finally, like other American healthcare systems, this one was looking ahead to further merger opportunities. Any successful solution would have to offer robust scalability and maintenance when extended to new facility locations.

### SOLUTION:

Upon careful evaluation of the options available in today's marketplace, this customer concluded that Vocal IP was the only provider that delivered the robust security, scalability, maintenance options, and custom integration abilities that they needed.

Security was the main standout. Vocal IP is a company built on a security pedigree, originally founded as a security-focused MSP, and provides full end-to-end strong encryption of voice traffic for all customers with regulatory compliance needs. In addition, our VoIP infrastructure itself is protected in a secure, fully redundant data center infrastructure with 24/7 NOC-based monitoring and support.

This customer was also pleasantly surprised by how easily they could maintain their new telephony and data network platform. Using Vocal IP's custom online



maintenance portal, they could efficiently manage their voice services, handle MACD, transcribe recorded media in a HIPAA-compliant context, and insert recorded voice conversations into their hospital management systems. They were further impressed by Vocal IP's ability to create custom integrations with existing and legacy applications. This in turn greatly simplified the tough job of consolidating a wide range of disparate technologies.

Since implementing Vocal IP across their organization, this customer has also successfully conducted its own internal HIPAA security audit. Confident and satisfied in their choice of Vocal IP for their telecommunications needs, this customer has since completed additional mergers and has extended their Vocal IP services to more external facilities, laboratories, and offices.