

## Installation Spotlight

# Erie County Medical Center



**Erie County Medical Center (ECMC), in Buffalo, NY, is a 550 bed hospital with history dating back to 1912. A major teaching facility for the University at Buffalo, the medical center provides trauma, burn care, transplantation, and rehabilitation services to the western New York region.**

## The Challenge

ECMC was undertaking a facility “redesign” project to create greater departmental efficiencies, improve the patient experience, and reduce costs. The facility was also experiencing constantly increasing activity as a result of recent expansion efforts. This was impacting frontline communications, as operators found it difficult to provide the increasing numbers of callers with excellent service.

Administrators focused on call handling efficiency as an area where they could make immediate impact on “redesign” goals and operator services. The facility began actively searching for a new call handling solution to support their operators, and formally defined their requirements in a Request For Proposals.

## The Approach

Parlance responded to the RFP, which led to ECMC’s selection of Parlance speech self-service solutions to meet the challenge. Partnering with the ECMC call handling team (comprised of executives, administrators, and lead operators), Parlance quickly had the necessary solution components developed and speech self-service was up and running in just a few short weeks.

“We were looking for a partner that could help us manage our call load and improve the patient experience, and Parlance fit the bill perfectly,” says Donna Brown, Assistant Hospital Administrator at ECMC. “They really stood out from the pack with their knowledge and expertise on caller behavior, and their partnership mentality was evident right from the start.”

## The Ongoing Solution

Parlance provides ECMC callers with a consistent greeting and promptly handles their request, connecting them directly to destinations or an operator. To meet the continuously changing needs and behavior of callers, Parlance monitors all calls to the facility. The assigned Parlance Service Engineer recommends refinements to the solution dialog and contact data directory. These modifications are then implemented with the customer’s approval.

Parlance offloads approximately 60% of calls from facility operators. This improved operator efficiency yielded an ROI for ECMC equal to 2.5X solution costs within 6 months of implementation.

“Parlance has become more than a vendor to us. Parlance is now a crucial component of our Patient Experience program. I’ve experienced integrity at every level of their organization, which is reflected in the impact we’re seeing.” continues Donna Brown. “From the sales process to implementation, to service and support -- everything about Parlance has just been a breath of fresh air. I wish more of our vendors took the Parlance approach. My life would be so much easier.”