

## Installation Spotlight

# Landmark Medical Center



**Landmark Medical Center, a member of Prime Healthcare Services, is a 214 bed healthcare facility located in Woonsocket, R.I. The hospital provides medical care to more than 175,000 patients annually in the northern Rhode Island and southern Massachusetts region.**

## The Challenge

The facility found it difficult to keep pace with growing call loads resulting from the acquisition by Prime Healthcare Services and the corresponding expansion of medical services. In addition, plans were being made to move switchboard staff into a newly renovated lobby/atrium area, where they would be tasked with receptionist duties in addition to their existing call handling and non-call handling responsibilities (codes, alarms, etc.).

Managers were concerned about the impact of these dynamics on the caller experience and patient satisfaction. They realized that they either had to add additional staff, or look into alternative means of doing more with their existing staff.

## The Solution

Landmark patient experience managers began exploring Parlance speech self-service as a potential solution. They found the intuitive natural language capabilities of Parlance's technology attractive from a caller experience standpoint, and the projected impact on operator workload would mean significant reduction of routine calls to operators. Managers saw this as a way to enable greater bandwidth for existing staff to manage high value calls as well as their receptionist duties and other non-call handling responsibilities.

The facility was concerned about the implementation process, however, which they felt would be difficult given the age of their Nortel PBX. Rumors of a new phone system coming down the pipeline also made managers wary about implementing any new call handling solutions on the existing PBX. In discussions with Parlance, Landmark was assured that the Parlance solution would not only integrate seamlessly with their existing PBX, but would also provide a simple migration path to any new system once implemented.

With buy-in from hospital executives and approval from Prime Healthcare Services at the corporate level, the decision was made to move forward with Parlance speech self-service.

## The Result

Parlance now acts as the preliminary call handling resource for all calls to the switchboard from both public and internal callers. The solution has made an immediate impact on operator workload, offloading 73% of calls from operators within weeks of implementation.

In addition, managers can now analyze call routing trends via Parlance's comprehensive WebTools reporting platform. This allows for better planning and staffing of departments based on hourly call volume and destination statistics — a capability the hospital did not possess prior to working with Parlance.

"We strive to make everyone feel special and welcome, whether on the phone or walking through the door," says Paula Lilley. "Parlance has helped us deliver on that promise by giving callers a fast and simple connection with no wait times and by allowing operators and staff at departmental destinations to deliver excellent service across a number of fronts."