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## Premiere Medical Resources Makes Unified Communications a Reality with Microsoft Lync

For Premiere Medical Resources, consistency is key. Headquartered in Cuyahoga Falls, Ohio, Premiere Medical Resources serves as a management services organization that provides administrative and management services to physician practices throughout Northeast Ohio. Services range from billing and collections, hiring, and HR management, to contracting and credentialing with insurance companies, and IT management.

However, in today's healthcare environment with physician's and their staff becoming increasingly mobile, Premiere Medical Resources was in search of a way to bring consistency to the communications experience across their nearly 30 physician offices.

### A Centralized Approach

Premiere Medical Resources (PMR) had been focused on implementing a centralized contact center for a number of years. Previously, each physician office managed by Premiere Medical Resources had their own private branch exchange (PBX) phone system through which their staff would answer calls for appointment scheduling, prescription refills, and other patient needs. In search of a way to unify communications, Premiere looked to centralize their entire communication operation across all contacts into a single contact center.

From a physician and clinic staff standpoint, a unified communications solution would ensure consistent patient care from one office to another. "As part of our staffing services offered at PMR, we provide a "float pool" of staff to fill in at physician offices during vacations, sick time, etc. Having things work the same way at every office was very important to our end users," stated Dustin Miller, Assistant Vice President of IT&S at Premiere Medical Resources. The ultimate goal was to ensure a consistent patient and end-user experience from one office to another, while simplifying the office transition management process.

#### CHALLENGE

Full service management services organization, providing administrative and management services to physician practices sought to establish a centralized contact center.

#### SOLUTION

Microsoft Lync - Enterprise Voice, Instant Messaging, Audio/Video/ Web Conferencing

#### RESULTS

The organization has replaced all PBX phone systems at both their home office and physician sites with Microsoft Lync. A centralized contact center has been established and consistency brought to the patient experience. In addition to enterprise voice, instant messaging, screen sharing, and audio/video/ web conferencing capabilities have been brought to the organization.



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Dustin Miller  
Premiere Medical Resources

## About BCG Systems

BCG Systems is a single-source provider of business management software, hardware, and infrastructure planning. Nationally recognized for providing exceptional information management solutions and service, BCG Systems designs, implements and supports cost effective ERP, CRM, and networking systems — in addition to custom applications and Web development. BCG Systems' certified professionals combine experience, commitment and ingenuity to maximize the return on each client's technology investment.

## Building on a Lasting Relationship

Dustin turned to his deep partnership with Microsoft and their software solutions to meet their needs. Having relied upon Microsoft solutions for electronic medical records, in addition to Exchange and SharePoint, Microsoft Lync swiftly came to the forefront as a potential fit for the organization's unified communications needs.

Dustin had used Microsoft's instant messenger at his previous employer and brought that technology with him to Premiere prior to making the decision to implement Lync for enterprise voice.

"Microsoft Lync was really the front-runner from the beginning," noted Dustin. "I feel really fortunate that I was able to build on my existing relationship with BCG Systems and benefit from their extensive Lync knowledge."

## A Simple Solution

After entering into a pilot phase with BCG Systems where various Lync usage scenarios were explored – replacing the existing PBX phone systems vs. leaving the PBXs in place – Premiere Medical Resources opted to move forward with a full-scale replacement of the existing PBX systems in place at each of their client offices.

The organization led with the implementation of instant messaging at both their home office and then across their numerous physician offices. Lync includes the features of a traditional voiceover Internet protocol (IP) private branch exchange (PBX), and replaces the existing PBX systems for enhanced communication. Its enterprise-grade voice features extend capabilities outside the office via Internet access with no required virtual private network (VPN) connection or additional hardware.

Prior to the implementation of Lync, Dustin and his team had grown very frustrated with the speed at which they could complete add/change/move requests on their phone system. They were pretty reliant on external vendors for things that he viewed as pretty basic – setting up phones, moving extensions, moving employee desks. Now, with Lync, those tasks are much easier and the process is simplified.

"During a recent phone circuit failure at one of our offices, we were quickly able to setup a backup phone system with Lync in under 15 minutes," noted Dustin. "In the time it took to put the call forwarding in place, the office staff was training on Lync – that's how simple it is."

Once fully implemented, Microsoft Lync will provide enterprise voice, instant messaging, screen sharing, and audio/video/web conferencing capabilities to PMR and their clients.

