

KEY HIGHLIGHTS

**Customer:**

Greater New Bedford Community Health Center

Industry:

Health Services

Challenge:

The Health Center wanted an updated system, and needed flexibility during renovation of its building.

Solution:

- GreenPages handled network, firewall, and WLAN design, plus switch configuration and installation
- Cisco IP phones, routers and switches
- Cisco Unified Communications Manager
- Cisco Unity Connection
- Cisco Video Surveillance



GreenPages Designs IP Phone System Infrastructure for Expanding New Bedford Community Health Center

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—Ron Cooper, MIS Director, Greater New Bedford Community Health Center

Customer Challenge

The Greater New Bedford Community Health Center in New Bedford, Massachusetts serves low- and moderate-income clients. The Center is a large operation, with 236 employees, including 33 medical providers and 32 nurses.

Rapid growth in client demand made it necessary to expand the Center’s office and clinic space. Currently, the main building is undergoing extensive renovations that will double its size. There is also a second “satellite” location a mile away.

Ron Cooper, MIS Director at the Center, said that it didn’t make sense to expand the existing phone system to serve the new building. “It was a very, very old system,” he explained. “And we were expanding considerably. It was obvious that it was time to upgrade.”

Cooper explained that the demands on the phone system are especially critical because the Center deals with health issues. “It was crucial that the system work correctly,” he said. “When someone is trying to page a doctor, we need to have that phone working.”

Technology Solution

After exploring a variety of solutions, the Center asked GreenPages to design and implement a new system based on Cisco IP phones and software. “We looked at three different quotes,” Cooper said. “But the Cisco system was just more up-to-date, more modern.”

The new system includes 191 IP phones and 20 wireless access points, with full network, firewall, and WLAN design services, plus switch configuration and installation. The Center also deployed Cisco Video Surveillance on this advanced network. The setup and management functions for the system are handled by Cisco Unified Communications Manager (UCM). UCM runs the call processing system for the IP telephones and also supports video distribution. UCM makes it easy to rout an employee’s calls to one or more desk phones, or to an outside cell phone if necessary. Because the functions set up for that employee’s phone are “portable,” they can easily be transferred to another phone.



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If an employee does not respond to a call on a particular phone, UCM can automatically redirect the call to another phone on a personalized access list. Any calls that remain unanswered are sent to a voice mail system supervised by Cisco Unity Connection. An “auto attendant” feature can query the caller and route calls using interactive voice response and a Cisco 2951 Router provides “survivable” backup for the system during any network service interruptions.

Successful Result

The training provided by GreenPages was important in helping the Center’s employees adjust to the new system. “It was a major change from our old system,” he said. “Many of our workers were a bit wary of jumping into such advanced technology. But they’ve gotten up to speed on it now and are extremely pleased with the system.”

Cooper said he was very happy with the support from GreenPages during the hardware installation process. “The way GreenPages set up the switches was just incredible,” he said. “I can’t say enough good things—they just helped me with everything and it all went very smoothly.”

The flexibility of the new system has been very important during the renovation of the main building, Cooper explained. “We’re always moving departments around due to the construction,” he said. “As they finish construction in an area, and we move in a team, we tie in the phones. In the past, every time we did this we would have to spend a lot of money having someone come in, move the wires, and reconfigure the system. Now we can handle the changes without any outside help.”

Cooper said he was looking forward to using other built-in features of the system. “The conference call phones are just incredible,” he said. “We’re setting up a new media center and we’ll be using these phones and the video for conferences and seminars.” A typical meeting or training session will involve 10 to 15 participants. “Using our old conference phones for a meeting of that size would have required wiring a couple of phones together. Eventually we’ll be pulling in doctors and other experts ‘live.’ We’ll have these new conference phones and a big video screen up there—it’s going to be great.”