

**SAMSUNG**

## Success Story



### Cost-Efficient, Networked OfficeServ™ Solution Ensures Reliability of Telecommunications System for Oakland Psychological Clinic

#### QUOTE

“Having a reliable telecommunications system is critical to our practice. With the help of the Samsung OfficeServ networked solution, we are able to be more responsive to patients, achieve greater staffing flexibility and realize bottom-line savings.”

*Keith Szymkiw*  
Controller  
Oakland Psychological Clinic

#### ABOUT

Oakland Psychological Clinic, P.C. provides a full range of mental health and chemical dependency services to children, adolescents, adults, families and organizations. The clinic, a private for-profit corporation, was founded in 1983. Oakland Psychological Clinic has grown in response to the needs of the communities it serves and has expanded its services to include eight clinics located in southeastern Michigan.

#### BUSINESS CHALLENGE

Inefficiencies related to its telecommunications system were a growing concern for Michigan-based Oakland Psychological Clinic. The clinic had disparate telecommunications systems in its various offices, which was compromising the effectiveness of communication between staff, counselors, and patients. Additionally, the overall communications process was negatively impacting Oakland's bottom line. The existing telecommunications system simply was not answering Oakland's needs and an upgrade was required. Limitations of the system consisted of the following:

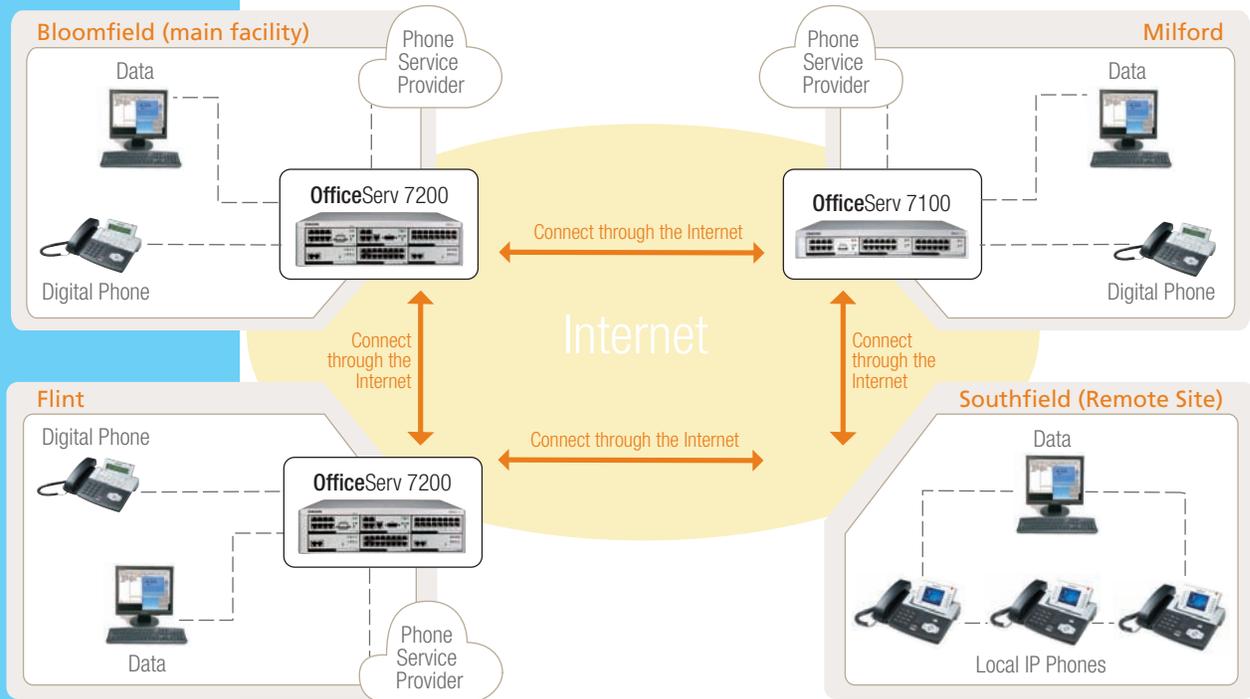
- Billing, insurance processing, and other administrative tasks were decentralized.
- Calls from patients needing counseling sometimes went unanswered when call volume was too high or phones were unattended at remote sites.
- Disaster recovery processes in the event one site goes down were not reliable.
- Inter-office communication between mental health professionals and staff was difficult.
- Continual interaction between offices resulted in high carrier service costs.

#### SOLUTION

Oakland Psychological Clinic got the answer it needed from an authorized Samsung Business Communication Systems (BCS) dealer. Telcom Corp's Doug Haldane and Joren Carlson recommended the installation of the following: Samsung OfficeServ™ 7200 systems at Oakland's Bloomfield and Flint sites; an OfficeServ 7100 system at its Milford location; and three IP phones at its remote Southfield site. The key to the new solution was seamless networked communication.

- The system's Auto Attendant, enhanced voicemail (SVMi), and advanced networking software (SPNet) integrated the OfficeServ platforms, allowing calls to be directed from any site to:
  - an after-hours answering service
  - a centralized billing department
  - a receptionist or insurance processing manager in the main Bloomfield office
- Networking capabilities also provided:
  - disaster recovery functionality for greater system reliability
  - the versatility for staff to receive calls and check voice mail messages from multiple locations
- SIP trunks at the Milford site and a PRI line at the main location enables cost savings and inbound direct dialing.

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The installation of the Samsung OfficeServ 7200 at Oakland's Bloomfield and Flint locations, OfficeServ 7100 at its Milford facility, and remote IP phones at its Southfield site enable seamless networked communication that facilitates a higher level of service.

## RESULTS

With the installation of advanced OfficeServ platforms and IP phones in several locations, Oakland now has peace of mind knowing it has a networked, reliable telecommunications solution in place. Oakland also has achieved significant savings and operational efficiencies that have more than justified the investment in the system. The following benefits have been realized by the clinic since the inception of the new telephone system.

- Centralized billing and insurance processing functionalities have enhanced staff productivity and consolidated services.
- Back-up support for incoming calls provides greater patient and inter-office staff responsiveness.
- Auto Attendant and voice mail (SVMi) features have enabled quick and convenient call routing during and after business hours.
- Disaster recovery capabilities have enhanced overall system reliability.
- Networking now allows for seamless access to employees and counselors that often move between sites.
- Reduced toll calling between sites helped cut carrier service costs.

## FUTURE BENEFITS

"When Oakland is ready to put additional offices online, the infrastructure is in place," said Telcom Corp's Joren Carlson. "Future enhancements might include features such as mobile extensions that enable inbound office calls to be seamlessly transferred to cell phones and outbound calls from cell phones to appear as though they are being initiated directly from the office."