



NOBLE HOSPITAL CUTS DOWN COSTS BY 45% WITH MATRIX ADVANCED COMMUNICATION PLATFORM

Case Study

CUSTOMER

Noble Hospital

INDUSTRY

Health Care

LOCATION

Pune

MATRIX PARTNER

PAN Systems

CHALLENGES

- Connect Two Branches for Information and Resource Sharing
- Connect with Doctors, Nurses and Assistants Regardless of their Location
- Making Important Announcements Centrally
- Sending Instant Updates to Patients and Families
- Manage Emergencies (Patient, Grievances, Administration)
- Reduce Communication Cost

SOLUTION

- ETERNITY LE – Advanced Communication Platform
- VARTA Unified User Client for Conference, Centralized Directory and Single Number Reach
- Integration of AIP and AOP with Existing Amplifiers
- SMS Campaigns through SMS Server Application
- Integration with Third Party Light Indicators for Emergency Indication
- Access of Multiple Networks from a Single Platform

RESULTS

- Improved Inter Branch Connectivity
- Automated Decision Making Process
- No Special Efforts Required for Making Announcements
- Conduct Effective Marketing Campaign
- Emergencies Addressed Easily within Limited Time
- Communication Costs Reduced by 45%



Healthcare industry is constantly undergoing evolution. The start of every year marks the entry of new viruses, symptoms and related vaccinations or treatments. New technologies are invented every now and then to help hospitals improve their healthcare services. Amidst all these developments, hospitals are under constant pressure to introduce changes in the existing architecture and continue offering superior services at the same time.

INTRODUCTION

Noble hospital, located in Pune, is synonymous with efficient and dedicated healthcare services. Their constant efforts for redefining the patient care services made them the most trusted and reliable healthcare service provider. The hospital houses different departments such as medicine, surgery, gynaecology, sports medicine, neurology, cardiology, oncology, IVF, burns and diabetology.

These departments are divided into two distinct branches. For smooth flow of information between these branches and superior patient care, proper communication between the departments was necessary. The hospital wanted to conduct messaging and calling campaigns to educate the patients and families regarding their new ventures.

Since the hospital authorities were looking for a reliable communication system, they studied every solution available in the market. The trustees entrusted Matrix Telecom solutions after considering the flexible architecture of the solution. The hospital authorities are quite satisfied with the products installed. Their primary need of streamlining communication between the two buildings is satisfied with one single platform offered by Matrix.

CHALLENGES

Being one of the well-known hospitals, the hospital received huge number of patients. Therefore, doctors and the nursing staff had to constantly remain on the move, creating a problem of reachability. The issue made hospital trustees' look for a solution that enabled the receptionists to connect with the doctors even when they were not present in the cabins.

To spread word about release of new technology or opening of a new department, the hospital authorities had to frequently run SMS campaigns. Therefore, they were looking for a communication solution that allowed them to send text messages and place calls conveniently.

The hospital authorities wanted to invest in a solution that can be easily integrated with the announcement equipment and the emergency light indicators. Their requirement was to make announcements centrally.

Lastly, the hospital authorities wanted a system that enabled them to access multiple networks from a single platform and supported their expansion plans.

SOLUTION

The ingenious team of engineers at Matrix and **Pan Systems** came together and designed a solution with the following components:

- **ETERNITY LE – IP-PBX for Universal Connectivity and Seamless Mobility**

Matrix offered ETERNITY LE to satisfy the hospital's need of connecting two branches on a single system. The communication solution aligned the information flow between the 480 staff members working at the two different buildings. The one touch access to intelligent call management features such as Call Forward, Call Mute, Call Transfer, Call Block and Presence Status took communication convenience a notch higher and in turn boosted staff's productivity.

- **VARTA – the UC Client for Seamless Collaboration**

The need of hospital authorities to offer their staff world-class mobility was offered with Matrix unified user client – VARTA. The mobility application allowed the doctors and the nursing staff to access all the PBX features from their handheld terminals. Features like Presence Status, Audio Conferencing and Call Transfer smoothed the entire process of communication, increasing the reachability of the hospital staff.

- **Integration of AIP and AOP Port of ETERNITY LE with Existing Amplifiers**

The facility of interfacing the existing amplifiers with ETERNITY LE allowed the hospital staff to do announcements from their desk extension. Doctors and nurses rely on the announcement making systems for effective mass communication and in return improve patient care.

- **SMS Server Application for SMS Campaigns**

According to limits set by the TRAI regulations, hospital authorities couldn't send bulk text message about their new ventures to the patients and their families. The requirement of the hospital authorities was fulfilled with the SMS server application. The server application allowed the authorities to conduct SMS campaign regularly in a convenient manner.

- **Integration with Third Party Light Indicators for Emergency Indication**

ETERNITY LE was integrated with third party light indicators to alarm the doctors regarding any emergency. The integration facility helped the hospital staff to address emergency situations as early as possible.

- **Access of Multiple Networks from a Single Platform**

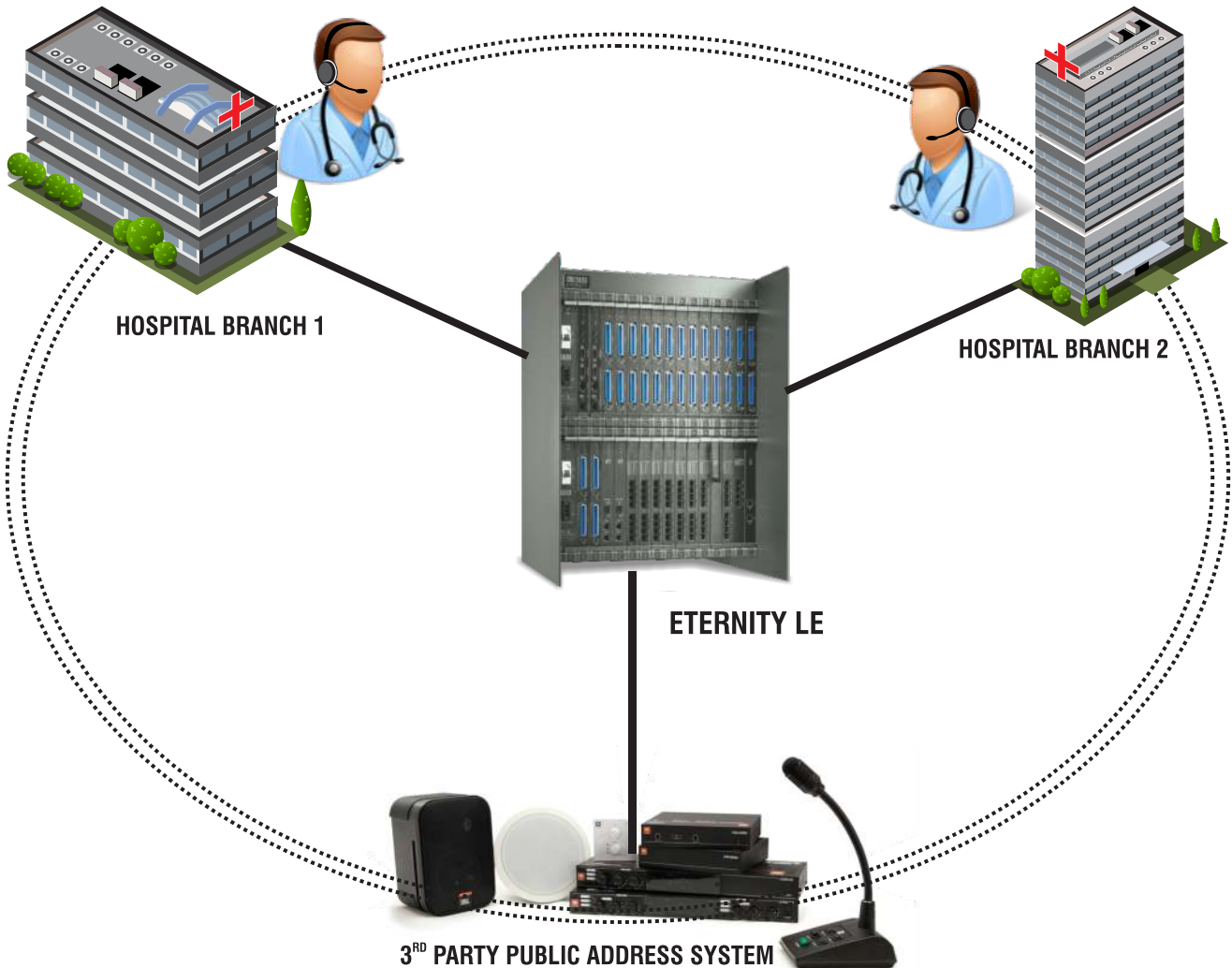
ETERNITY LE offers hybrid architecture enabling the hospital staff to access new age and legacy networks from a single platform. ETERNITY LE improves connectivity between 1,344 Analog users, 128 GSM users and 1,500 VOIP users.

RESULTS

- Communication Costs Reduced by 45%
- Improved Inter Branch Connectivity
- Automated Decision Making Process
- No Special Efforts Required for Making Announcements
- Emergencies Addressed Easily within Limited Time
- Compact Footprint



APPLICATION SCENARIO



ABOUT MATRIX

Established in 1991, Matrix is a leader in Telecom and Security solutions for modern businesses and enterprises. An innovative, technology driven and customer focused organization, Matrix is committed to keep pace with the revolutions in the telecom and security industries. With more than 40% of its human resources dedicated to the development of new products, Matrix has launched cutting-edge products like IP-PBX, Universal Gateways, VOIP Gateways and Terminals, GSM Gateways, Access Control, Time-Attendance and Video Surveillance solutions. These solutions are feature-rich, reliable and conform to the international standards. Having global footprints in Asia, Europe, North America, South America and Africa through an extensive network of more than 500 channel partners, Matrix ensures that the products serve the needs of its customers faster and longer. Matrix has gained trust and admiration of customers representing the entire spectrum of industries. Matrix has won many international awards for its innovative products.



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