

# LIFEBRIDGE HEALTH

## THE CHALLENGE

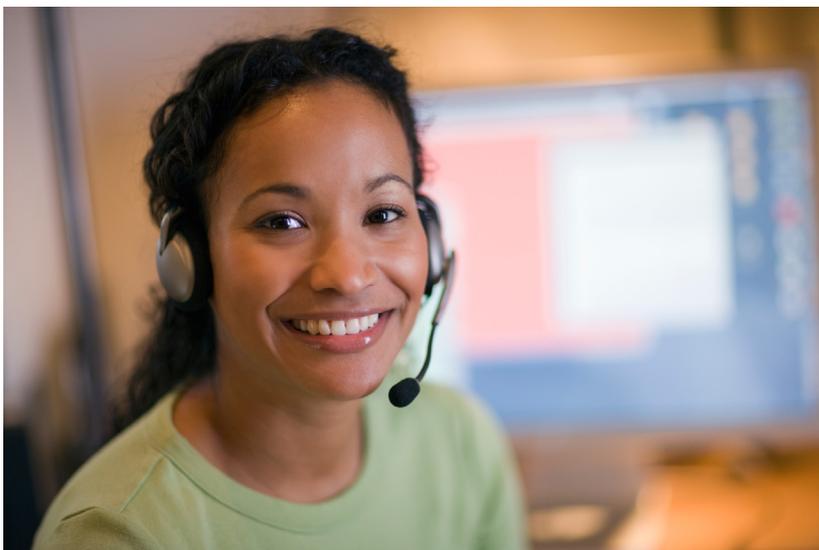
The medical contact center team at LifeBridge Health needed a system that could support the large growth they were seeing throughout the organization, including the recent addition of a new medical office building. Management at LifeBridge Health views the recent growth as a “great problem to have,” and they continually look for ways to improve performance throughout the organization.

Providing 24-hour, seven-day communications support for this large and growing organization was a challenge managed by the professionals in two physically separate, but integrated contact centers. The organization’s Avaya® IP phone systems ran through a centralized operator console application, meaning incoming calls could go to either location.

With only 25 operators (across three shifts) handling an average of 80,000 monthly calls between the two facilities, bandwidth was strained. LifeBridge Health needed a system that could provide their staff with more flexibility and functionality to take on the growing number of calls.

## THE SOLUTION

In 2009, LifeBridge Health replaced their previous operator console system with the Spok Healthcare Console (formerly IntelliDesk®). The team needed to reach beyond the basic functionality of general purpose consoles. A healthcare-specific system was required to address the range of inquiries fielded each day, including time-critical situations relating to patient care and safety.



## OVERVIEW

LifeBridge Health, Inc. is one of the largest level 2 trauma care providers in the Northwest Baltimore region, with 743 beds combined at Sinai and Northwest Hospitals. The system also includes Levindale Hebrew Geriatric Center and Hospital and the Courtland Gardens Nursing & Rehabilitation Center.

## INDUSTRY

Healthcare

## BUSINESS DRIVERS

- Support growth of healthcare system with solutions designed for performance improvement
- Leverage a more flexible system and a single database across all contact center activities
- Improve directory access and on-call scheduling

## SOLUTION

Spok® Healthcare Console and Spok® Web Directory

## RESULTS

- Faster caller service with more intuitive operator consoles
- Improved ability to contact the right on-call staff member with easily updated contact information
- Improved understanding of costs and contact center activity with robust reporting
- A staff that has become fluent in the new system and greatly appreciates the productivity improvements

## CASE STUDY

“Our CIO fully supports solutions that can generate performance improvements that benefit patient care as well as the bottom line. We knew this would fit the bill,” said Yolanda Spears, Telecommunications Systems Administrator at LifeBridge.

“Going live with [Spok Healthcare Console] went very smoothly,” said Wendy Toussaint, LifeBridge Telecom Supervisor. “The operators are pleased with the change and love having more flexibility.” Spok Healthcare Console allows operators to process calls and pages quickly and accurately, providing callers with a higher level of customer service.

In addition to the console solution, LifeBridge implemented the Spok Web Directory (formerly IntelliWeb), which helps manage on-call scheduling, paging/messaging, and contact information online. Any LifeBridge staff member with proper login credentials can log onto Spok Web Directory anywhere, anytime, to perform a variety of updates, manage scheduling, send messages, and do directory searches. This helps create and manage a directory with accurate, up-to-date information and communication preferences. “On-call scheduling and the ability to send messages from the directory is what completely sold me on the [Spok] product,” said Pat Kenon, Telecommunications Manager for LifeBridge Health. “The system is very easy to use and the real-time nature of the directory ensures we are messaging people on the right devices. We don’t have to wait for a database update.”



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Yolanda Spears  
Telecommunications Systems  
Administrator

## THE RESULTS

Contact center personnel at LifeBridge are extremely pleased with both the Spok Healthcare Console and Spok Web Directory solutions. “We can make changes on the system side much more easily with the [Spok] solution,” Spears said. “I don’t think we could take the new system away from the staff if we tried.”

Reporting functionality was another key requirement for the organization in selecting which console solution and directory to use. The need to send and track code calls to a variety of teams is a regular occurrence for the LifeBridge medical contact center. Code alerts are now sent via the Spok Healthcare Console or Spok Web Directory system to pre-specified teams. The Spok web-based system provides management with the ability to track when notifications are sent and received, as well as when replies are made.

Another reason reporting capabilities were a determining factor is the need to track and manage long distance calls made through the system. Because staff at LifeBridge Health cannot make long distance calls directly from their phones, those calls must be made with operator center assistance. More than 1,000 long distance routing calls can go through the contact center per month and the Spok Web Directory solution’s reporting capabilities help track the associated costs.

LifeBridge Health is always looking for ways to improve performance and provide better service to their patients. In fact, the two contact centers were recently merged into one to streamline operations and costs.

## THE FUTURE

Looking forward, LifeBridge wants to provide a safer environment for patients, visitors, and staff by incorporating a clinical alerting solution that will provide rapid notification of alarms to staff on mobile devices. This includes notifications from oxygen-monitoring systems and door and fire alarms.