Intelligent Communication Solutions for Health Care Firms

Avaya IP Office — the Intelligent Communications solution for today’s small and midsize health care firms
Avaya helps you achieve your goals.

Every small and midsize business needs ways to reduce costs and improve the way it operates. Like every business, you're looking to keep all your customers, add new ones and grow at the pace that's right for you.

Avaya understands this. With over 100 years of experience as a leader in communications, we know that the ideal solution for your business is one that helps you increase profitability, improve productivity and gain competitive advantages.

Get big-business communications — at small-sized business prices.

Businesses around the world rely on Avaya solutions like IP Office — the award-winning communications system that gives growing companies a complete solution for telephony, messaging, networking, conferencing, customer management and much more.

And we make it easy for businesses like yours to buy, by offering an array of financing options.

IP Office

1 What is it?
It is a converged communications solution that uses both voice and IP technology to deliver intelligent ways for you to reduce cost, increase productivity, and improve customer service for your business.

2 How can I use it in my business?
Connect with colleagues and customers. Simplify access to information. Keep remote workers in touch. You can save money through conferencing, networking, call management, Voice over IP, and more.

3 What are my choices?
Does your business have one location? Multiple locations? With IP Office you can choose from a range of models and add capacity, applications, and phones as you need them. Whether you have few or many employees, IP Office is the optimal choice.

Millions of users in small and midsize businesses around the world connect through Avaya daily.
In most businesses, time is money. In health care, time is life.

Just being instantly available isn’t enough anymore. In a society built around the rapid flow of information, doctors, dentists and other health care professionals are expected to have critical information at their fingertips — at all times.

At the same time running a practice is running a business. Health care professionals must manage their office operations as efficiently as possible, negotiate with insurers and contend with the greater regulation of patient information and malpractice litigation.

A communications system that helps health care providers address these and other challenges is ultimately going to pay for itself over and over — in lower costs, better administration and better care. IP Office is designed to do all these things — plus maintain compliance with HIPPA regulations with security and privacy.

Reach me anywhere
Health care professionals are rarely in their offices. They are consulting … examining … making rounds … providing critical care. Health professionals can be reached — the cell phone and pager see to that. But instead of simple, rapid, direct communications, what often happens are rounds of telephone tag between doctors, patients and fellow health care practitioners.

IP Office helps take control of their communications. Instead of requiring everyone to guess what number to reach you at, IP Office lets you establish a “personal number” that automatically forwards calls to a mobile, home, or other phone. At any time you can change the setting to have calls forwarded somewhere else. IP Office will actually “recognize” you when you call in. You can screen out unimportant calls. And it works for voice mail, email and faxes. You can have voice messages routed to you as email and play them back through the soundcard on your laptop.

Simple access to information
Given the dynamic nature of today’s health care environment, “anytime anywhere” access to records — patient files, test results, prescriptions, etc. — is a must. With its secure networking capabilities, IP Office simplifies access to data servers, facilitating information retrieval from anywhere. The messaging capabilities that

Delivering quality care ... keeping doctors in touch ... streamlining office operations — Avaya IP Office is ready.

For today’s health care providers, the right communications solution makes it easier to be “on call”... deliver quality care ... and keep their office running smoothly.
are part of IP Office can route faxes and emails to any
digital device — laptop, PDA, etc. You can even use IP
Office to search through recordings of phone calls and
play back critical information. And the information flow
can be two-way. Health care professionals can record
the time and duration of conversations and append other
documents to patient files that might prove necessary in
the event of any legal proceedings.

Automated patient appointment
confirmation

While most patients show up for scheduled appointments,
"no-shows" cost a practice revenue and delay care to
other patients. IP Office can help your practice maximize
its schedule by providing a simple, automatic way of
contacting patients and confirming appointments.

With auto appointment confirmation, IP Office can
automatically dial scheduled patients and leave a pre-
recorded appointment reminder with the options to
confirm, cancel or reschedule. Even a small reduction in
the number of no-shows can generate thousands of dollars
in revenue while also freeing up staff who would normally
make the calls manually. IP Office helps increase the
level of comfort and privacy for hearing-impaired patients
— who can access their records by phone without ‘dual-
party relay’ via TTY capabilities.

Simplify communications
across offices

In health care, where many practices maintain
multiple locations and health care professionals see
patients in different offices on different days, the
right communications solution can simplify office
administration and lower costs.

With IP Office, you can equip all of your offices with a
system that seamlessly works together across locations
as if they were one. IP Office lets you manage the entire
communication system — phone, settings, extension
assignments etc., from one location via a single web
browser interface. Instead of relying on outside providers
or having administrative support in every location, IP
Office lets you rely on one administrator at one location.

Open for business?

When a storm or other natural disaster forces you to
close your offices, can physicians easily work at another
location (i.e. home, another office, etc.) and get full
access to information, speed dial directories, conference
call capabilities, etc? With IP Office they can. Also with IP
Office you can automatically route phone calls to another
office that may be open. Maintaining communications is
essential in health care. Avaya IP Office
is there to keep you open for business.

Speed Patient Record Retrieval

With IP Office, when a patient calls, a “screen pop” of information can automatically appear.
Your support staff can view detailed patient data and answer patient or insurance provider
queries instantly upon receiving a call, instead of having to track down information from a variety
of sources and calling the patient or insurer back later. Reducing telephone tag with patients
and insurance companies by just 30 minutes per day can save over 120 hours of labor per year.
Assuming that a health assistant earns $40K per year, that 30 minute saving can add up to
thousands of dollars per year.
So, what do you want Avaya IP Office to do for you?

Work from anywhere
Enable instant one-number access regardless of your location. Route incoming office calls to your mobile telephone, and even listen to your e-mails.

Measure customer support
Powerful reporting package illustrates how you are serving your customers. See how much time you spend on each call, and how many calls you may be missing.

Improve customer satisfaction
Maximize customer satisfaction as more calls are handled promptly. Redistribute inbound calls from your busy locations toward idle locations.

Integrate applications
Enable incoming calls to display company name, location, purchasing history or other vital details; impress customers; sell more strategically; and speed efficiency.

Protect your investment
Gain more than just communications products and services. Implement a system that delivers immediate results to your business, and is set to grow and change along with it.

Look more professional
Impress customers and empower staff with state-of-the-art telephones. Sleek, functional telephones designed for the business professional.

Connect all sites
Save, streamline, and spark collaboration. Integrate business communications to save money on long distance charges. Link remote offices as if they were one.

Host conferences
Eliminate conference call costs and speed your decision-making. Schedule, initiate or participate in secure audio conference calls anytime. Launch outbound calls to bring the right people together instantly.

Keep ongoing management simple.
Administer communications for a busy staff, quickly and painlessly.

IP Office comes with a whole set of menu-driven tools to keep ongoing management simple. Leverage a variety of advanced options to power efficiency. The administration tool makes it easy to set up your IP Office and day-to-day tasks such as updating directories and moving phone extensions. Remote diagnostics are also made easy through the intuitive and real-time System Status Application.
You have questions ...
Avaya and our BusinessPartners have answers!

Does my current phone system give my business what it needs?
If it is based on old technology, probably not. Your competitors will be faster and more professional with the latest in communications software. IP Office delivers the capabilities that allow you to keep your business competitive.

Do I need to understand the technology to implement it?
No. IP Office is designed specifically to give you more functionality without making more demands on your resources. Rely on your Avaya BusinessPartner for support before, during and after your purchase.

Do I need to spend a lot?
Not at all. You have choices based on your budget needs. Easy leasing or financing plans not only make your choices affordable, they help you cut monthly expenses immediately. And you only have to buy/lease what you need, when you need it.

Is IP technology so new that it’s not reliable?
With over 90,000 systems deployed worldwide (Avaya is #1 in IP telephony*), Avaya IP Office has the track record businesses like yours can rely on. Aside from receiving the Product of the Year award by Internet Telephony magazine and Editor’s Choice Award 2006 by IT Week, businesses like yours are saving money and boosting productivity. Many are even managing the system themselves via menu-driven tools.

I have old systems but we are adding an office. Should I consider the new technology?
Not only would this be a way for you to experience the rich functionality of the latest communications applications, but we may be able to network with your existing equipment, as well as provide a gradual migration plan for your other locations.

How quickly can I get up and running?
A local Avaya BusinessPartner can tailor a solution that’s best for you and your budget.
## Avaya IP Office At-A-Glance

<table>
<thead>
<tr>
<th>Built-in Investment Protection</th>
<th>From 2 to 360 users across the product line; up to 192 lines; 96/120 T1/E1 lines; up to 128 SIP (Session Initiation Protocol) trunk lines. Adding users or intelligence is easy and cost effective.</th>
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<tbody>
<tr>
<td>Converged Communications</td>
<td>An award-winning, small converged PBX that lets you leverage IP, digital, or analog technology.</td>
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<tr>
<td>Unified Communications</td>
<td>Whether the need is collaboration, mobility, messaging or device integration, IP Office has the open software environment to make connecting users easy and seamless.</td>
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<tr>
<td>Customer Contact</td>
<td>IP Office is a suite of tools including interactive voice response, real-time and historic call reports, voice announcements for queuing calls and ready integration with Microsoft® CRM.</td>
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<td>Self-Management/Administration</td>
<td>Windows-based, menu-driven tools cut the time and expense of administration. Moves, adds and changes are easy and quick.</td>
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<tr>
<td>Remote Diagnostics</td>
<td>The Avaya network of BusinessPartners can provide you with proactive services that will detect issues before they emerge, alert you, and outline a resolution.</td>
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### Three-Year Warranty

Avaya IP Office is designed to be highly reliable, and is backed with a three-year warranty on IP Office hardware and one-year warranty on IP Office telephones.

### Learn more online

For more information about Avaya communications solutions for health care practices, contact your Avaya Authorized BusinessPartner or visit us at [www.avaya.com/small](http://www.avaya.com/small)
About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications infrastructure and solutions. For over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, Avaya's embedded solutions help businesses enhance value, improve productivity and create competitive advantage by allowing people to be more productive and create more intelligent processes that satisfy customers.

For businesses large and small, Avaya is a world leader in secure, reliable IP telephony systems, communications applications and full life-cycle services. Driving the convergence of embedded voice and data communications with business applications, Avaya is distinguished by its combination of comprehensive, world-class products and services. Avaya helps customers across the globe leverage existing and new networks to achieve superior business results.

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