

Enabling Great Service in Healthcare with the Right Communications Solution



THE CLIENT

Over the last decade Advanced Care Oncology & Hematology Associates (ACOHA) has grown from a single location practice to 5 locations and 18 practitioners serving over 50,000 patients a year. ACOHA boasts a 98% patient satisfaction rating. How did they grow so rapidly while maintaining such high quality service?

According to COO and Co-Founder Kishore Ballal, it is a combination of a focus on responsiveness and the flexibility enabled by their communications systems. "The key to our success is responsiveness. We provide outstanding seamless service, starting with the phone call, to our valet attendant, to the front desk and labs, and finishing with the physician visit"

THE CHALLENGE

Real-time resolution of patient issues and coordinating patient needs is a critical part of what ACOHA does every day. Oftentimes much of this coordination is done over the phone, communicating not only with patients and their caretakers, but with hospitals, referring doctors, and lab technicians. Kishore notes that "Having flexibility, stability, and security from our phone system is critical to providing critical services to our patients."

COVID19 stepped in and changed the dynamic. Unlike some healthcare providers, ACOHA has to be able to administer chemotherapy treatments, and that's not something you can do over a Zoom meeting. ACOHA was faced with a situation where they couldn't go 100% remote like many businesses, and shutting the doors on patients was not an option either.

THE SOLUTION

ACOHHA was very agile and quickly implemented a socially distant safe work environment that was geographically dispersed, fully enabled by using their mobile phones as their work phone, leveraging the iConnectZX mobile application. The customer experience didn't change, maintaining the highest standards satisfaction levels, despite the fact that ACOHA operations were happening in a completely different environment. Many patient visits happened virtually while the staff handled the higher than usual phone volume and ensured patients got their care in the safest possible setting.

THE RESULTS

Lessons were learned through these experiences and some capabilities will persist. "Covid has changed business forever. We were 100% in-person, COVID pushed us to partially virtual, and we expect the pendulum will land somewhere in the middle in a hybrid environment. The adjustments made for COVID will allow us to incorporate efficiencies moving forward. Virtual visits are here to stay." says Ballal.

Patient satisfaction has gone up because it is no longer just the physician interaction, but also the interaction with the support, administrative and clinical staff. Reliability of the telecommunication system is critical moving forward.

– Kishore Ballal - Co-Founder, COO,
ACOHHA



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