

CASE STUDY

Largest Tribal Health Organization Relies on AVST for Heavy Inbound Call Traffic

CX-E Supports 140,000+ Patients and Families Across Alaska



A Proud History

The Alaska Native Tribal Health Consortium (ANTHC) is a non-profit healthcare organization based in Anchorage, Alaska, providing care throughout the state. As the largest, most comprehensive tribal health institution in the United States, and Alaska's second-largest healthcare employer, ANTHC's mission is to provide the highest quality health services for Alaska Native people.

ANTHC's nearly 2,500 employees provide statewide services in specialty medical care; operate the 150-bed, state-of-the-art Alaska Native Medical Center hospital; lead construction of water, sanitation and health facilities around Alaska; offer community health and research services; are at the forefront of innovative information technology; and offer professional recruiting to partners across the state. The Medical Center in particular is the most stringent and demanding of the facilities, as it contains one of two Level II trauma centers and supports not only residents of Anchorage but people from across the state.

With an average call volume of 85,000 per month, ANTHC needed a dependable, redundant, always-available automated attendant to efficiently manage and process high call volume and ensure uptime across all divisions.

Time to Upgrade

At the time of ANTHC's founding in 1997, the organization was using a Centigram system tied to a Fujitsu PBX. But as needs changed and ANTHC expanded, a new system was required. ANTHC Director of IT Service Continuity David Parker was tasked with finding a future-proof replacement that delivered automated attendant, voicemail and unified messaging applications with the highest levels of reliability and scalability.



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— David Parker, Director of IT Service Continuity,
Alaska Native Tribal Health Consortium

Parker selected AVST's CX-E Unified Communications (UC) platform for several reasons. "With AVST's long history of providing CX-E to the top healthcare hospitals and clinics, it was the only solution that could meet our stringent uptime requirements," he said. "With such a high call volume, we needed a dependable system to ensure effective communication when lives are on the line. AVST enables us to be that much more responsive to our more than 140,000 patients and their families."

AVST was also the clear choice because CX-E provided a seamless integration to ANTHC's IT infrastructure with support for the organization's existing Fujitsu PBX. CX-E also supported Avaya and Cisco, which were the vendor telephony switches ANTHC was migrating to at the same time. "AVST enables us to explore what is new in mobile and voice applications without disrupting what we have today," Parker said.



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Altura Communication Solutions was called on to handle installation and training for ANTHC’s IT staff. “CX-E’s interoperability and Centigram TUI (Telephone User Interface) allowed for a smooth transition and minimal user training,” Parker added.

Unified Messaging for Greater Mobility

Today, CX-E is delivering unified messaging to almost 2,500 ANTHC employees. This has led to greater levels of collaboration and gives employees the freedom to be away from their desks, knowing they have access to voicemails from any mobile device, email and the web. ANTHC offers its users a seamless unified messaging experience using a premise-based email system today – or cloud-based system in the future.

Reliable Automated Attendant for High Call Traffic

CX-E’s automated attendant is critical to route ANTHC’s heavy inbound call traffic. In particular, ANTHC IT staff has implemented multiple automated attendant menus based on time of day, day of week, holidays, etc., at a variety of locations – from the pharmacy to patient housing – so callers automatically receive the appropriate message.

Finally, the high level of redundancy offered through CX-E’s Neverfail implementation ensures the call processing system is always available and extremely reliable. “All life safety systems must have a high level of redundancy,” Parker said. “AVST’s CX-E is that unflappable workhorse that we don’t have to think too much about. It just works.”

Growth for a Digital Future

As ANTHC furthers its mission to improve the health of Alaska Native people, the organization expects to grow in scale and services offered. With expansion comes the need for greater levels of productivity. ANTHC plans to explore additional AVST communications features, such as context-aware personal attendant, speech and fax capabilities. As a trusted partner, AVST will continue to work with ANTHC every step of the way.

CX E Industry’s Most Interoperable, UC Platform *Ideal for Healthcare Organizations Around the World*

CX-E is the industry’s most interoperable UC platform on the market. The extensive interoperability of the CX-E platform was developed specifically to support organizations seeking to deploy UC in a rapidly evolving IT landscape – telephony, email and/or databases – on-premise, in a private or the public cloud and/or a hybrid configuration. By deploying AVST’s CX-E UC platform as part of an overall UC solution portfolio, organizations can avoid single vendor lock-in, achieve high availability objectives and centralize UC infrastructure into a data center/private cloud configuration. CX-E delivers best-of-breed UC applications including: unified messaging, personal assistant, speech, mobile client, voicemail, automated attendant, IVR, call center, fax and other business process applications.



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