

AVAYA



**Communication Solutions
for Health Care Firms**



**Avaya IP Office—the “All-in-One” communications solution
for today’s small and medium-size health care firms**

IP Telephony

Contact Centers

Unified Communication

Services



Over 1 million businesses rely on Avaya solutions

Avaya helps you achieve your goals

Every health care practice 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 one hundred years of experience as a leader in communications, we know that the right solution for you is one that helps you increase profitability, improve productivity and deliver quality care.

Get big business communication— at small business prices

Over one million businesses rely on Avaya solutions like Avaya IP Office—the award-winning business communications system that delivers an "all-in-one" solution

for telephony, messaging, networking, conferencing, customer/patient management and much more.

Growing businesses know they can rely on Avaya for big-business capabilities at small business prices. Avaya has an entire division focused on the needs of small- and medium-size businesses. We support extensive research into new technologies and standards. And we make it easy for businesses like yours to acquire our solutions by offering an array of financing options.

See what Avaya can do for you

You need a communications system—every practice does. To find one that's right for you, start with Avaya. With solutions like IP Office, we're revolutionizing how small and medium businesses communicate. Now is the time to see what an Avaya solution can do for you.

IP Office: The Right Solution for Today's Health Care Firm

1 What is it?

A solution for voice and data communications, messaging and customer management. Uses IP technology to deliver more functionality at a lower cost. Get all-in-one capabilities. Pay as you go.

2 How can I use it?

To connect with colleagues and patients... simplify access to information... keep remote workers in touch. To save money through conferencing, networking, time/call management, Voice over IP and more.

3 What are my choices?

Does your practice have one location? Multiple locations? Are you a satellite office of a larger organization? A home office? With IP Office you can choose from a range of models and add capacity, applications and phones, as you need them. Whether you have 2 employees, 200 or more, IP Office is the right choice.





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.

In most businesses, time is money.
In healthcare, 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. Doctors 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. And that's exactly what the Avaya IP Office communications system is designed to do.

Reach me anywhere

Doctors 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 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. Doctors and dentists 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.

Simplify communications across offices

In health care, where many practices maintain multiple locations and doctors 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.

Learn more online

Learn how companies around the world rely on Avaya IP Office to streamline communications and control costs. Go to www1.avaya.com/enterprise/resource-library/testimonials/ipoffice.html

For more information about Avaya communications solutions for health care practices, contact your Avaya Client Executive or Authorized BusinessPartner today or visit us at www.avaya.com

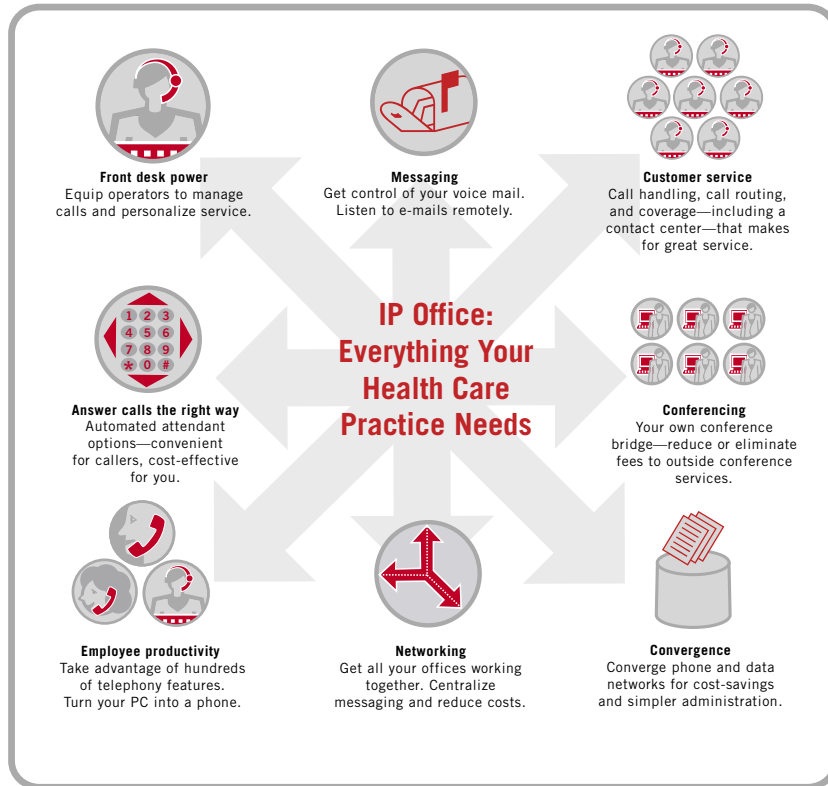
It's easy to calculate your savings

Find out how much IP Office can save your practice with the IP Office Quick Calc Tool. Go to avaya.com/ipofficeroi



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.



You Have Questions...Avaya Has Answers

Does my current phone system give my practice what it needs?

If it is based on old technology, probably not. Other practices may appear faster and more professional. IP Office delivers the capabilities that allow you to overtake the competition.

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 the support you need before, during and after your purchase. We'll take care of you so you don't have to worry.

Do I need to spend a lot to get the latest technology?

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

Is IP technology reliable for my needs?

With over 35,000 systems deployed worldwide (Avaya is #1 in IP Telephony shipments), Avaya IP Office has the track record businesses like yours can rely on.

Can my firm use IP Office as just a phone system?

Absolutely. Start by taking advantage of the many telephony features IP Office provides and add advanced capabilities as you need them via a simple upgrade.

I have old systems but am 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?

Just say "when"—an authorized Avaya BusinessPartner can tailor a solution to your needs and your budget.

Avaya IP Office at a glance



The right model for your business	With several models to choose from, there's an IP Office to meet your needs.
Ready to grow	Capacities: 2-360 extensions; up to 192 lines; 96/120 T1/E1 lines
Call handling and messaging	Get 24-hour support for callers/customers without a 24-hour staff. IP Office has a range of messaging, auto attendant and Interactive Voice Response (IVR) capabilities. Integrate messaging and advanced call handling into your customer service operations. Handle voice mail and e-mail in a single mailbox.
Communication with customers	Set up a formal or informal customer service center with voice, e-mail and Web chat. Integrate your customer data base into your call handling. Manage the quality of your customer interactions
Work anywhere	Give your employees all the communications capabilities they have at the office whether they are working from home, a hotel or a remote office.
A complete conferencing solution	Don't pay any more fees to outside conferencing service providers. Get Web- and audio-based conferencing that are easy to set up and use.
Secure, converged communications	Use IP Office as a secure router with a built-in firewall/VPN. Route voice calls over a managed Internet service (VoIP) and pocket the savings.
Simple administration	Windows-based, menu-driven tools cut the time and expense of administration.

About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. Over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.

Focused on enterprises large to small, Avaya is a world leader in secure and reliable IP telephony systems, communications software applications and full life-cycle services. Driving the convergence of voice and data communications with business applications – and distinguished by comprehensive worldwide services – Avaya helps customers leverage existing and new networks to unlock value and enhance business performance.

reach
AVAYA
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 of communication

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