



EMERGENCY

HOSPITAL

Main Entrance

WHY MITEL? CUSTOMER HIGHLIGHT SERIES

Madison Memorial Hospital

Patient care can't wait out a large construction project, so Madison Memorial Hospital turned to Mitel® technology to help deliver uninterrupted services during a major expansion.





Madison Memorial Hospital

With the launch of Dynamic Extension, Mitel has seen rapid growth in the use of applications for business process improvement. Dynamic Extension has hit a chord with companies of all types and sizes: it's powering employee productivity and accessibility, while cutting operating costs at an unprecedented rate. This Why Mitel Customer Highlight series features some of these companies and discusses how Mitel's solutions portfolio continues to drive business improvements for them.

Madison Memorial Hospital technology gets healthier with Mitel

One theme that emerges at Madison Memorial Hospital is "progressive, yet caring." That focus on patient care is supported throughout the hospital with state-of-the-art facilities, progressive education, processes and technology. And the communications system plays a significant role in delivering those superior services.

When Madison Memorial Hospital put out an RFP for a new communications system five years ago, they were in a crunch: their old Harris PBX wasn't just out of date, it was out of production, and was just a box that provided dial tone. The hospital had scheduled extensive construction and expansion into different campuses that would take years to complete. These challenges had to be met while running a hospital where downtime in communications is simply not an option. The hospital required a solution with applications that would ensure employee effectiveness – cost effectively.

The challenges of hospital expansion

Even before construction started, Madison Memorial had multiple locations with as many disparate phone and voice mail systems. Expanding the size and number of campuses was a given, and meeting the challenge of long-term construction demanded the ability to move their 600 employees in and out of older offices, remote temporary sites and new buildings rapidly and keep them up and running. An essential component of the solution was that employees needed to be working effectively to provide a high level of service during and after the transition. And lastly, redundancy was absolutely essential.

Madison Memorial received several competing bids, including the more expensive Cisco®, Nortel®, and Avaya® proposals. But Mitel emerged as the solid choice because of its demonstrated performance on the hospital's top priorities: ensuring employee effectiveness and redundancy capabilities.

Reaching people, and bringing people together

Employees are on the move in a healthcare setting, but it's essential that they can be reached when they're needed. With UC Mobile, a user's mobile device rings when their desk phone rings so they can be anywhere in the hospital, or offsite, and still be reachable.

Madison Memorial Hospital started with a few licenses. Mike Welsh, a consultant with Mitel's partner, Mountain West Telecom reports, "Within a few days we got a phone call saying, 'We need this!' Now they have over a hundred licenses for UC Mobile."

And Madison Memorial anticipates even more use out of the enhanced Dynamic Extension feature. Instead of twinning to just one device, users can set up multiple devices to ring, bringing in Softphones, mobile devices, desk phones, and even their home phones.

The conferencing feature has proven its worth, enabling people from different sites to meet efficiently. Says Stucki, "We use it all the time." And they're excited about exploring the new Audio and Web Conferencing (AWC) capabilities of file sharing and interactive whiteboard sessions. Further, employees will now be able to schedule adhoc collaboration sessions on the fly.

Teleworker serves a very fluid organization

For the most part, a healthcare facility provides hands-on service, but Madison Memorial has a few teleworkers, and the Teleworker Solution is being deployed to establish temporary remote sites, giving employees a secure connection to the hospital network so they can use their computers and phones as though they were back at their old desks. With the Mitel Line Interface Module, teleworkers can enjoy the benefit of local line access from their Teleworker Solution IP phone. In the event of a broadband connection failure, local line connectivity is still achieved – eliminating work disruptions. It's a quick software solution when the

timeframe doesn't uphold installing a fully networked office system. That works for Stucki. "The Mitel solution has the flexibility so we can handle tough demands."

Seamless service during construction

Since the Mitel installation four years ago, Madison Memorial Hospital has been in constant reconfiguration. The numbers change almost weekly, but currently there are seven separate sites, including Rexburg's old city hall building for administrative functions, and the AMET location which will house HR and education departments. "We're strung all over with this construction project," says Stucki. But with Mitel mobility solutions enabling the continuity of business operations, Stucki admits that operations at the main hospital, satellite sites, temporary workspaces, and the new facility in Idaho Falls have been, "seamless."

Madison Memorial Hospital wanted to be able to administer the 3300 ICPs themselves. Using the Enterprise Manager software, all locations are administered from a single, central point which simplifies the constant shifting of people.

Redundancy, redundancy

Clyde Stucki, Director of Engineering at Madison Memorial Hospital remembers the decision, "We knew where the reliability was. Mitel was the only one with total redundancy. We can't live with 30 seconds of downtime. We're hospital folks. That's why we went with Mitel."

A communications system in a hospital facility has to deliver high-quality networking services from the moment it starts. The initial Mitel SX-2000® LIGHT installation has been upgraded to the 3300 ICP with the fully redundant MXe server, UPS (uninterruptable power supply) and generator backups. Redundancy is a detail that flows through all the communications decisions at the hospital. Says Stucki, "We have to be processing calls 100 percent of the time."

Long-term cost savings

The Mitel solution is reducing costs at Madison Memorial Hospital in three big ways: on outsourced conferencing services, WAN connectivity and equipment redeployment.

With the Audio & Web Conferencing application, the hospital can now expect to realize major savings on not having to pay monthly hosted audio and web conferencing fees.

ORGANIZATION

Madison Memorial Hospital located in Rexburg, Idaho, is a regional healthcare facility serving five counties in eastern Idaho.

EVALUATION

Replace the outdated Harris PBX with a voice and data solution connecting several hospital campuses, throughout major construction that delivers tailored business applications for improved communication.

CHOICE

Multiple networked Mitel 3300 IP Communications Platforms (ICPs) using the Mitel Communications Director with MXe redundancy, the Mitel Teleworker Solution, Mitel Unified Communicator® (UC) Mobile, Mitel Dynamic Extension, Mitel Audio & Web Conferencing (AWC), Mitel Enterprise Manager Suite software.

WHY MITEL?

- **Mobile accessibility.** No more out of office with Dynamic Extension and UC Mobile, employees are now accessible whenever and wherever they maybe.
- **Flexibility.** Service during construction was seamless, with the Teleworker Solution employees had the flexibility to work from any where.
- **Cost effectiveness.** Not only are cost savings being witnessed in terms of reduced carrier charges, the hospital now has a solid applications platform that will grow with the hospital's requirements.
- **Redundancy.** Complete redundancy with the MXe server, uninterruptable power sources and generator backups delivers solid performance.
- **Centralized control.** Customer has a single point of control to administer the locations networked using centralized trunking.
- **Working relationship.** Mitel's partner is working with Madison Memorial Hospital, offering ongoing solutions geared to the healthcare field.
- **Scalability.** Mitel solution grows to accommodate the organization's growth.

"We did a forklift upgrade when we installed the Mitel system. I don't see a need to do another forklift upgrade while I'm here, that is, for the next 15 years or so."

– Clyde Stucki, Director of Engineering,
Madison Memorial Hospital



From a WAN connectivity perspective, the old Harris PBX required separate dedicated point-to-point circuits for voice and for data traffic, to each location. Using IP controllers has eliminated the need for the dedicated voice circuits. The result? Their carrier trunk costs have been cut in half.

Clyde Stucki points out the savings gained through reuse, "The best thing that happens is that we can recycle stuff. For example, when a clinic from '05 shut down, we pulled the equipment back, and recycled it into the city hall location. For the Riverside Rehab clinic, we'll be recycling the gear out of Key Bank. The fact that you can recycle and then upgrade, that's where our savings come from. And it's an easy process."

Partners in problem solving

The hospital engineering group has maintained a close working relationship with Mitel's partner Mountain West Telecom. Mountain West, in partnership with Mitel, is able to provide the customer with continued leading market applications that grow with the business. Together, they solve the logistical problems that can arise during construction at a moment's notice. Stucki relies on this teamwork. "I call up Mountain West and they come up with good, solid solutions. They know I need the reliability and the resiliency, with backup that's available all the time, and they haven't given me a bum steer yet. They make sure it's dependable and reliable for healthcare."

Looking forward, for better patient care

Madison Memorial Hospital undertook an ambitious set of challenges when it broke ground for construction in 2005. But with the underlying support of a loyal team and Mitel's flexible and scalable communications system, their operations continued to run smoothly. Clyde Stucki explains, "Mitel's resiliency and redundancy adapts to the ever-changing world of a hospital under construction

and can respond to tight demands, like setting up a new clinic with just a few days' notice." It's a progressive solution for a caring hospital.

About Madison Memorial Hospital

Madison Memorial Hospital, located in Rexburg, Idaho, is a regional healthcare facility serving five counties in eastern Idaho with their progressive, yet caring, outlook. In the past decade, Madison Memorial has added a state-of-the-art Emergency Room, Family Maternity Center, new facilities, cardiac rehab, pain management, short-stay therapy, oncology, and advanced surgical procedures. Madison Memorial Hospital's vision is to be a first-class, regional healthcare facility that instills pride in its community, medical staff, and employees

www.madisonhospital.org



About Mountain West Telecom

Mountain West Telecom delivers turnkey telecommunication solutions to dynamic local, national and global companies supported by the industry's premier real-time customer support system.

Mountain West Telecom connects every aspect of your network, assuring that all the pieces work seamlessly together. Their state-of-the-art Network Operations Center relentlessly monitors, tests, and diagnoses all facets of your communications network, maximizing capacity and efficiency.

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