

# Case Study



## BryanLGH Medical Center

BryanLGH Medical Center is a not-for-profit, locally-owned healthcare organization with two acute-care facilities and several outpatient clinics in Lincoln, Neb. Its national award-winning services cover areas including cardiology, orthopedics, trauma, neuroscience and women's health. To provide quality care, BryanLGH offers a range of services using the latest technology and treatments available.

### Summary

As the largest private employer in Lincoln, BryanLGH has more than 3,500 employees, 500 doctors and 725 volunteers. The facility is a tertiary medical center – with 529 beds – that can care for patients with the most serious and complicated conditions. With a history of innovative use of technology and the goal of improving staff efficiency in an effort to enhance patient services, BryanLGH set out to build a new IP-based network and refresh key business applications in their communications infrastructure with help from Siemens and its partner, Windstream Communications.

### Challenges

- Providing a communications infrastructure that would help to support the growing needs of the medical center and the medical center's efforts to enhance services to patients and others in the community
- Building a converged network that would accommodate both IP and TDM communications

### The Technology Behind the Solution

- HiPath® 4000
- HiPath Xpressions®
- HiPath ProCenter® Enterprise

### Top Benefits

- A single point of administration and management for communications in an effort to increase efficiency and save time
- A single voice mail solution for all users within the organization, eliminating disparities, making it easier to reach staff members and thereby improving internal communications among staff members
- Improvements in contact center productivity, customer service and ability to track performance through reports

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Susan Hopkins  
Telecommunications Manager  
BryanLGH

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BryanLGH Medical Center is made up of two acute care sites, several clinics, and remote diagnostic and outpatient facilities – 11 locations in all.

### Revitalizing a network

In 2006, managers at the center realized the facility was outgrowing its existing communications system and needed to upgrade the network infrastructure in an effort to provide more reliable communications, increase staff productivity and better serve patients. The goal was to develop an enterprise-wide network that would support both IP and TDM (traditional circuit switched) communications, because the center was not prepared to move fully to IP communications. BryanLGH wanted a single point of administration and centralized applications to better streamline its network and communications management process with the goal of lowering infrastructure administration costs.

The infrastructure in place included an aging switch installed at the main location, two separate voice messaging systems, and different types of communications equipment deployed at various remote facilities. The system in place was functioning adequately, but managers were concerned about its durability after so many years of use, according to Susan Hopkins, telecommunications manager at BryanLGH. Officials at the medical center wanted to be proactive about upgrading communications service.

There were other potential benefits to upgrading the communications system: a more streamlined communications infrastructure could help to lower

infrastructure administration costs, improve access to information and enhance communication for healthcare professionals regardless of their location, all with the goal of endeavoring to improve care for patients as a result of the hospital having a network with enhanced applications.

The medical center had been exploring the Siemens HiPath 4000 system – a real-time IP communications solution with particular advantages based on a distributed architecture – and after evaluating products from competing vendors, decided to make the HiPath 4000 the focus of its communications upgrade.

In addition to the HiPath 4000, BryanLGH purchased HiPath Xpressions – a unified messaging solution that combines voice, fax and e-mail messages – to replace its two existing voice mail systems. It has also deployed HiPath ProCenter Enterprise, a multimedia contact center solution that facilitates improvements in customer service and workflow efficiency.

The Siemens solutions are a strong part of its LifeWorks® vision of unified communication and collaboration – a strategic effort that the company refers to as “open communications.” The ability to provide open communications solutions is based on several key technology and business goals: to allow employees to communicate more effectively and collaborate regardless of the device, network or IT environment they’re using; to provide organizations more flexibility in moving to an open communications environment; to provide solutions that can be integrated into business processes; and to provide applications that are more intuitive and more easy-to-use.

### Gradual move to IP

One of the key reasons Siemens was selected was its willingness to help BryanLGH make a gradual move to IP telephony, Hopkins says.

“We insisted on being able to do part TDM and part voice over IP for business continuity reasons,” she says. “We wanted voice over IP, but not all at once. Several other vendors were asking us to go 100 percent right away and we were concerned about making such drastic changes, particularly given patient safety considerations.”

Another factor that favored Siemens was that its local partner, Windstream Communications, had been a trusted communications provider for BryanLGH for more than 15 years. Windstream assessed BryanLGH’s business needs and future goals, such as improving internal communications and boosting employee efficiency in an effort to enhance patient care, and mapped these goals to specific communications technology solutions, including the Siemens offerings.

Windstream recommended a phased approach for the equipment rollout, which began in January 2007 and is scheduled to be completed by October 2007. BryanLGH initially deployed two HiPath 4000 systems at its main location and distributed IP Access Points, throughout its remote locations to accommodate 4,000 enterprise users.

The transition to the new infrastructure has been relatively smooth. This is due in large part to the strong working relationship between the medical center and Windstream, according to Cheryl Krueger, area vice president, business,

at Windstream. "Windstream and BryanLGH communicated constantly about which projects were completed," she says. Hopkins says Windstream understood how BryanLGH does business and what it was hoping to achieve.

#### Improvements in efficiencies

The upgraded environment enables BryanLGH to enhance staff productivity by easing contact between employees – with the goal of providing a more simplified, smoother experience. The new Siemens solutions provide "a single point of administration," says Krueger. "Being able to manage the network through one site is more efficient." The new infrastructure provides BryanLGH with the resiliency to help achieve its goals of increasing operational efficiencies while decreasing cost of ownership through centralized management of its voice network.

Once the upgrade project is complete, BryanLGH will have a single unified messaging solution for all users within the organization. The new offering will eliminate disparities, contributing to greater staff mobility and making it easier for staff members to collaborate on patient care.

The open architecture of the HiPath system has also enabled BryanLGH to take advantage of a best-of-breed Siemens partner solution from Xtend Communications that consolidates operator switchboards and allows them to respond more quickly to callers.

BryanLGH has moved select facilities to voice over IP (VoIP). For example, LifePointe, a wellness center that BryanLGH opened in November 2006 to patients and employees, utilizes VoIP technology. The VoIP deployment has given BryanLGH more flexibility, Hopkins says. "One of the reasons we selected Siemens versus the others who responded to our RFP was the flexibility and opportunities available with a platform that allows both TDM and VoIP in the same system," she says. "We don't want all of our 'eggs in one basket', and enjoy having the choice." Hopkins says. "The ability to have some of both (TDM and VoIP) is a perfect scenario for us right now and we know our business applications work regardless of the connectivity we chose."

The medical center is already taking advantage of IP functionality at a few locations throughout the network, Hopkins says. "As we get more comfortable with IP we'll begin using it in areas such as IT and administration, for benefits including enhanced calling features," she says.

With HiPath ProCenter Enterprise, BryanLGH has made improvements in contact center productivity by enabling more efficient routing of calls, and can better track staff performance through extensive reporting. "Resources can collaborate more effectively to better manage interactions between doctors and patients in our scheduling center, pre-admissions and financial services departments," Hopkins says. Customer satisfaction can be increased by providing callers with intelligent answering options,

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including an estimated wait time for their call to be served. Other anticipated benefits include improved first-call response and reduced call abandon rates.

The communications network upgrade has opened the door to other initiatives, such as wireless and mobility solutions, Hopkins says.

It's the latest example of how BryanLGH is using state of the art technology in an effort to improve hospital operations so it can focus more on patient care and community service.

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