



# REAL LIFE SOLUTIONS

## Case Study: Maryland Digestive Disease Center IP-PBX Communications Systems



**Panasonic ideas for life**

[www.panasonic.com/IP-PBXphones](http://www.panasonic.com/IP-PBXphones)

# CASE STUDY: Maryland Digestive Disease Center

## CENTRALIZED COMMUNICATIONS AND A RELIABLE DATA NETWORK

### Challenge:

With medical facilities in three separate locations, the Maryland Digestive Disease Center needed a single, integrated communications system and data-sharing network to streamline day-to-day operations. The solution had to be risk-free and reliable, require little initial investment, and be capable of accommodating future growth.



### Panasonic Solution Includes:

- KX-TDA200
- KX-TDA100
- KX-TDA0410
- KX-TDA0174
- KX-TDA0190 Optional 3-slot base card
- KX-NCV200
- KX-TDA0490
- KX-TDA0920 CTI/Network System Application Software
- KX-T7636W Telephones
- KX-T7640W DSS Consoles
- KX-TDA0191 4-Channel Message Cards
- PRI Card
- 0920 SD Card

### Benefits:

- Low start-up cost and smooth transition from previous setup
- Flexible network, easy to update and expand at minimal cost and no disturbance to the overall system
- Completely centralized and efficient call center for more effective office management
- Sustainable cost savings with transparent interoffice dialing and reduced reliance on faxing
- Risk-free and efficient file sharing over a secure, private network
- Hybrid system means less risk and smoother transition than a total IP solution

CASE STUDY: Maryland Digestive Disease Center  
**CENTRALIZED COMMUNICATIONS  
AND A RELIABLE DATA NETWORK**

**Overview:**

The Maryland Digestive Disease Center has been providing high-quality medical care for over 25 years. Housed in three separate locations, the Center offers a full range of inpatient and outpatient services and employs a staff of over 62 doctors, nurses, and medical assistants.

Efficiency and effectiveness are critical factors in the medical field, but the Center's lack of a cohesive network was holding it back. The three branches had no interoffice data network or file sharing capabilities, and needed a more modern approach to communications that could grow with them well into the future. A loyal Panasonic customer since 1989, the Center knew they could rely on Panasonic to carry out a comprehensive solution on a very limited budget.

**“Having Panasonic Hybrid IP-PBX improves our productivity and efficiency, and reduces our costs.”**

Georgia Galie  
Business Manager  
Maryland Digestive Disease Center

## CASE STUDY: Maryland Digestive Disease Center

# CENTRALIZED COMMUNICATIONS AND A RELIABLE DATA NETWORK



Panasonic KX-TDA System

“We deal with patient records and it is **extremely important to maintain confidentiality** and to secure this data”

Georgia Galie  
Business Manager  
Maryland Digestive Disease Center

### The Challenge:

**Streamline the telecommunications functions of three separate locations into one cohesive system, and build a seamless network for data sharing across all three sites**

The Maryland Digestive Disease Center needed a centralized call center and transparent three-digit dialing across the three sites. It was also crucial to connect all the branches on a single computer network, so that data could be shared easily and quickly, reducing dependence on fax. The Center’s entire communications system had to be completely modernized and streamlined while maintaining ease of use and keeping costs at a minimum.

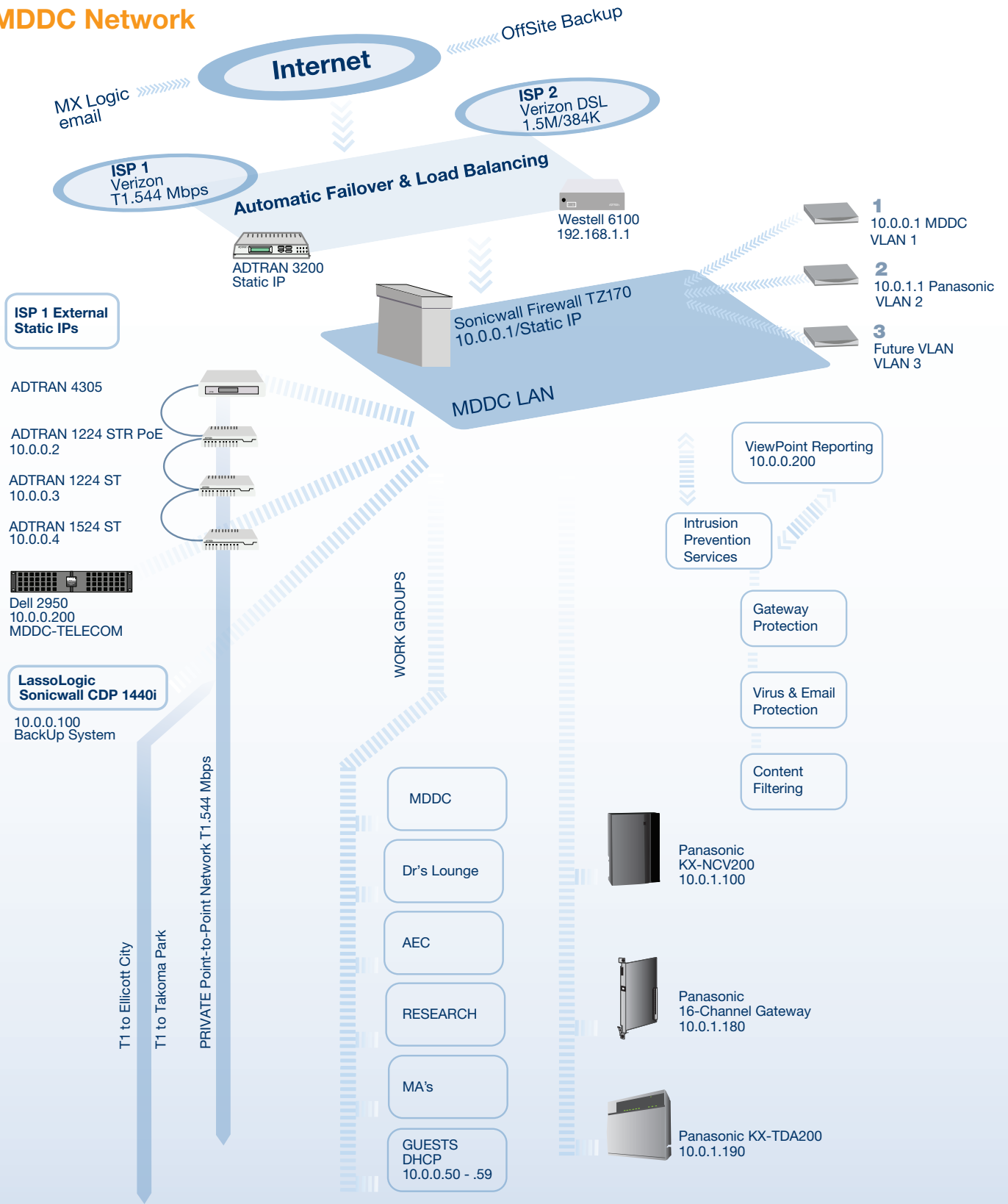
### The Solution:

**An easy transition to total network connectivity and an efficient, fail-proof communications system**

The Center’s three locations are now all part of a single integrated data and communications network with the main location in Laurel, MD acting as the hub. Benefits include: backward compatibility; low initial investment on desktop hardware; homogeneous system across all offices; transparent three-digit interoffice dialing; versatile voicemail capabilities; increased call capacity; centralized call center with tracking reports; T1 private network backed up by DSL.

# CASE STUDY: Maryland Digestive Disease Center CENTRALIZED COMMUNICATIONS AND A RELIABLE DATA NETWORK

## MDDC Network



# CASE STUDY: Maryland Digestive Disease Center

## CENTRALIZED COMMUNICATIONS AND A RELIABLE DATA NETWORK

### Unbeatable Price:

From the outset, Panasonic was able to provide the most competitive and cost-effective solution. With Hybrid IP-PBX, the Center was able to implement only the services they needed, instead of undergoing a complete overhaul, and still experience a total upgrade in their communications system. Being able to implement the new system gradually while reusing their old Panasonic telephones and voice mail systems made the transition almost without any user training. Once the new voice mail system and telephones were introduced, it was a very easy process since Panasonic was so familiar.

### Cohesiveness:

Although the Maryland Digestive Disease Center is made up of three branches in three separate locations, they are now fully integrated and able to communicate as one unit. The call center and voicemail are centralized, and since they share a single network, data such as patient information, scheduling, billing, and test results can be accessed from any computer at any branch. This cohesive integration is a crucial factor in providing the best possible patient care.

### System Reliability:

In the medical profession, having risk-free communications and data systems is a life-or-death issue. Panasonic worked with Matt Brunk from Telecomworx to make sure both the network and the telephone system had backups in place to eliminate any risk of failure. The Center's T1 private data network, which connects the computer systems of all three branches, is backed up by DSL. The Center's digital telephone system, since it is not IP, has a built-in backup through its service providers.



Wireless Access

# CASE STUDY: Maryland Digestive Disease Center

## CENTRALIZED COMMUNICATIONS AND A RELIABLE DATA NETWORK

“With a **strong network** in place and **security embedded** in the right areas, our **traffic** is **optimized** and **efficient**”

Georgia Galie  
Business Manager  
Maryland Digestive Disease Center



### Scalable System

The Maryland Digestive Disease Center has expanded a lot over the years, outgrowing one communications system after another. With even more growth planned for the near future, it was time for a flexible solution that would grow with them. The Panasonic Hybrid IP-PBX can be expanded, upgraded, and adapted to meet the Center’s changing needs now and well into the future. And because Panasonic’s products are all backward compatible, upgrades can be implemented without having to replace all the hardware.

### Call Accounting:

With three locations, 6 doctors, and countless patients, office management had become complicated, burdensome, and inefficient. Panasonic centralized it all in one call center, located at the main branch in Laurel. Now all scheduling, billing, and inquiries are systematized and simplified. With comprehensive tracking reports, the Center can monitor, manage and review call logs, traffic, time spent on phone, and other relevant data.

# Panasonic ideas for life

---

**Panasonic Consumer Electronics Company**

Division of Matsushita Electric Corporation of America  
Executive Offices: One Panasonic Way, Secaucus, NJ 07094  
(201) 348-7000 • [www.panasonic.com](http://www.panasonic.com)

**Panasonic Customer Service**

9 am - 9 pm (EST) Monday – Friday  
10 am – 7 pm (EST) Saturday & Sunday  
1-800-211-Panasonic • [consumerproducts@panasonic.com](mailto:consumerproducts@panasonic.com)

*Design and specifications subject to change without notice.*