

**SAMSUNG**

## Success Story



### OfficeServ™ Solution Helps Radiology Practice Communicate the Right Image

#### QUOTE

“Choosing the Samsung OfficeServ™ 7400 was an easy decision because of our years of success with Samsung products. The new converged solution has met all of HRA’s needs and then some, allowing us to focus on what matters most – our patients.”

*MaryEllen Halpern  
Chief Administrative Officer  
Hunterdon Radiological  
Associates*

#### ABOUT

Hunterdon Radiological Associates, P.A., located in west-central New Jersey in Hunterdon County, consists of two imaging centers, two MRI centers and a hospital practice. Each of HRA’s facilities offers nine board certified radiologists specializing in the diagnosis of disease utilizing MRI, Digital Mammography, CT Scan, PET/CT, Bone Densitometry, Cardiac Scoring, CT Lung Screening and X-Ray.

#### BUSINESS CHALLENGE

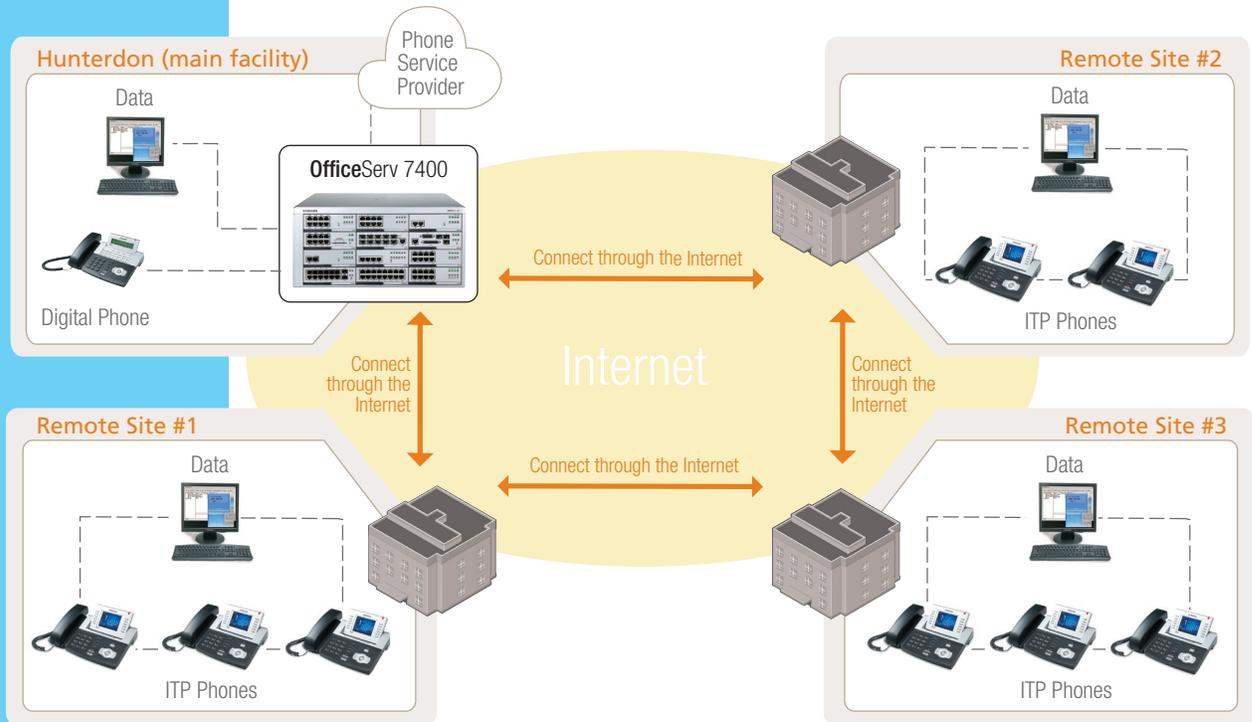
In 1997 New Jersey-based Hunterdon Radiological Associates, P.A. (HRA), a growing radiology practice, installed a Samsung DCS telephone system that over the years has proven to be a sound long-term investment. But with HRA’s five offices now handling as many as 900 phone calls daily, the flourishing practice knew it was time to consider a new telephony solution that could better manage the continually escalating volume of calls. Hoping to maintain the level of reliability realized with the original Samsung system and also leverage the equipment investment, HRA turned to authorized Samsung dealer and long-time telecommunications partner Breninger Communications for help. The priorities for the new system included the need to:

- Upgrade an increasingly challenging appointment scheduling process
- Improve responsiveness to patient requests and handling of incoming calls
- Enhance overall communications between offices and among practitioners
- Achieve greater connectivity between radiologists and staff
- Limit misinterpretation of caller information
- Ensure a smooth transition to a new system with minimal disruption
- Better manage costs in today’s “do more for less” healthcare environment
- Secure a system that could grow with the practice

#### SOLUTION

Russell Breninger and Breninger Communications’ senior engineer Andy Scott provided the perfect answer for HRA’s needs. Because of HRA’s familiarity and comfort with Samsung equipment, the Samsung OfficeServ™ 7400 platform was selected as the backbone of the new converged system. It was installed at HRA’s main site, the central point of control, along with 50 TDM stations. Three remote sites were then equipped with a total of 60 Samsung ITP telephones – reusing 70 percent of the existing equipment that staff had become accustomed to working with. Other features included:

- **Call Center UCD/ACD application** to centralize the appointment process.
- **T1/PRI lines** for toll call savings and **DID numbers** to allow callers to reach their intended party directly without operator assistance.
- **Follow me feature** to seamlessly transfer calls to cell phones and/or home offices.
- **Call record** to aid staff in gathering client information without worrying about mistakes.



▲  
The installation of the Samsung OfficeServ™ 7400 with 50 TDM stations at HRA's main site provides a central point of control and allows for modular expansion as needed.

## RESULTS

The affordable, converged Samsung solution, which was up and running in one day, has immediately centralized HRA's processes – translating to faster routing for patients, greater efficiencies for staff, and cost savings for the practice. Since the new telephony solution's installation, HRA has realized the following benefits:

- **Equipment cost savings** — HRA saved over \$10,000 through reuse of 70 percent of its existing equipment.
- **Increased productivity and patient satisfaction** — Centralized appointment scheduling makes patients happier and keeps the office running smoothly.
- **Calls are routed more quickly** — The new Call Center allows staff and patients to get to the department they need with a single call.
- **Improved interoffice communication** — Call Center, direct dial and follow me feature make doctors more reachable.
- **Increased accuracy** — Call record ensures accurate gathering of important patient information.
- **Smooth transition** — Training for the new system was minimal and staff was able to maintain all the features they enjoyed.
- **Monthly telephone savings** — T1/PRI line reduced monthly usage by 25 percent.

## FUTURE BENEFITS

“The new Samsung solution is extremely versatile and can grow along with HRA,” said Russell Breninger, president of Breninger Communications. “Expansion is as simple as adding more Samsung ITP phones to the existing LAN. And with the release of new features such as mobile extensions, remote phones can be turned into fully functioning handsets. This takes follow me functions to another level.”