InGenius

Helping Medgate International Improve Productivity & Reporting of Voice Interactions

CISCO Asterisk ········· **Microsoft Dynamics 365**

medgate_

INDUSTRY: MEDICAL   **SIZE:** 350+ EMPLOYEES   **LOCATION:** BASEL, SWITZERLAND

KEY IMPACTS:
• Increased physician productivity
• Accurate and easy call reporting
• Easy billing and audit reports for customers

THE INGENIUS SOLUTION

InGenius Connector Enterprise was selected following a review of different computer telephony integration (CTI) vendors. InGenius delivered the the functionality required by Medgate to link call data to patient and case records. The physicians appreciated a solution that supported their current workflow, providing them the ability to log calls directly within the CRM and allowing them to focus on providing telemedicine rather than logging call data.

> *"InGenius Connector Enterprise was not only easy to implement with Microsoft Dynamics, but it was easy to use by our telemedicine physicians. Our reporting to management and the customer is much better and we reduced our call time because the tool was so intuitive. Overall, it is much better than the previous CTI solution and as a result, we are expanding the use of InGenius to our other centers around the globe."*
>
> **Diego Zuccolin | Head of International Program Management | Medgate**

THE CHALLENGE

To effectively run a telemedicine center, it's key to have all inbound and outbound voice calls linked to patient and case records. All results and call data need to be captured in a way that supports a physician's workflow, and allows for quick and easy logging into the CRM. Reporting is also a crucial requirement in the telemedicine industry. The Medgate management team requires accurate logging of time spent to support customer billing. All case data needs to be linked to archived audio files to support call auditing. The insurance companies that pay for the service require a verification of the physician and patient engagement to ensure a return on their investment.

The Abu Dhabi Telemedicine Center (ADTC) in Abu Dhabi went live in July of 2014 with plans to roll out a CTI solution. Unfortunately, the integration with Microsoft Dynamics CRM they originally implemented was not successful. Reporting requirements were not met and the physician end users found the solution difficult to use. After 5 months of trying to integrate properly, that CTI solution was abandoned. A second project was initiated to review other CTI solutions that would meet the Medgate requirements.

BACKGROUND

Medgate is a leading provider of integrated out-patient health care and the Medgate Telemedicine Center is the biggest physician-operated telemedical center in Europe. In the call center, telemedically schooled physicians and medical specialists advise patients by phone, Internet and video globally, around the clock. The range of services covers both classic healthcare and specialist healthcare areas. The Medgate Telemedicine Center conducts approximately 4,900 medical telephone consultations a day.

KEY RESULTS

As a result of the success of the InGenius Connector Enterprise implementation, Medgate has expanded the solution to a second call center and has plans to roll it out worldwide. InGenius will be on the list of approved vendors and will be a part of a solution kit intended to provide call centers with a blueprint on how to become a world class call center.

PRODUCTIVITY IMPROVEMENTS

With InGenius, the Abu Dhabi Telemedicine Center (ADTC) reduced call times because physicians could access InGenius quickly and report call data faster, driving efficiencies for the business overall. Patient and case data can be entered automatically into the CRM, saving significant time between calls and increasing physician productivity.

EASE OF USE

ADTC reported that the physicians did not struggle with how to use InGenius, and found the tool easy-to-use and learn.

ACCURATE REPORTING

InGenius ensured an accurate report of all calls, and allowed ADTC to easily share case history and data with their customers. Billing and auditing trails on cases are now easy to report to the customer, and call reporting to management is accurate and simple to produce.

BREADTH OF FUNCTIONALITY

According to ADTC, InGenius offered much more functionality than their previous CTI solution and facilitated better reporting.

CONCLUSION

Using InGenius, all calls at the Abu Dhabi Telemedicine Center are linked to patient and case records, which has reduced the time physicians spend on logging call information and improved productivity overall. There is an increase in reporting accuracy, making it easier for managers to view data, and to report bill and auditing trails to customers. Staff have found InGenius Connector Enterprise meets all their needs through its functionality and ease of use.