RingCentral®

The Future of Communications in Healthcare

Case studies

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IATRIC systems®

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"RingCentral helps create the right image for us. It's seamless, looks professional, and gives us the appearance of having a traditional office system for a virtual office environment."

—Joel Berman, CEO

Iatric Systems is a healthcare technology company dedicated to leveraging our integration experience to provide products and services that bring the right data to the right people at the right time.

iatric.com

Year founded
1990

Headquarters
Completely virtual company

Size
260+ remote employees

Healthcare tech company finds cure with RingCentral—saves $100,000 a year

Founded in 1990, Iatric Systems is a technology company that provides solutions to more than 900 healthcare organizations in the US, Canada, and England. They are a completely virtual company with every employee working from home. With more than 200 locations, they have over 260 employees in 39 different states, three Canadian provinces, and the UK.

Finding a phone solution that could integrate hundreds of remote employees and locations was essential. "Part of our goal was to make a distributed environment look like a traditional company," CEO Joel Berman says. "RingCentral helps create the right image for us. It'sseamless, looks professional, and gives us theappearance of having a traditionaloffice system for a virtual office environment."

Before deciding on RingCentral, Iatric Systems looked into a solution from Cisco that required purchasing expensive equipment and phones. After doing the math and discovering it would take four to five years to get a return on their investment, they quickly decided to go with RingCentral. Says Berman, "It was very easy.

Once we looked at the numbers, we knew it was not a smart move. It was a no-brainer."

With RingCentral, they save a whopping 80% per month on their phone expenses. They had been paying about $100 per line and drastically reduced their expenses to about $20 per line. Berman explains, "We're saving well over $100,000 a year, and we don't have to worry about infrastructure. The effort is significantly less with RingCentral hosting it. It's your problem; whereas, if we buy it, it's our problem. If I have a problem, how much time is my staff going to sink into it?"

The ability to use both digital and analog phones with RingCentral was another benefit for Iatric Systems. About two-thirds of employees use IP phones and the other third use analog phones. The ability to mix those technologies was a plus. "I don't know that we could do that with AT&T. Cisco wanted us to buy extra equipment. It's also very convenient for people who want to move their office around. Just plug it in wherever you are," Berman says.

Another key feature is the ability to transfer calls. Berman lives in Massachusetts and recently received a call from a computer company. He was able to easily transfer the call to the company's IT manager who's based in North Carolina and handles all their computer needs. Berman has also been getting a lot of use out of the iPhone® app. He uses the app to make outbound calls, which saves his wireless minutes and helps him maintain a professional image. He also uses the Visual Voicemail feature to check messages and faxes on the go. Unlike the other solutions they considered, RingCentral includes internet fax and smartphone apps.

"This was the right solution for us. Business is growing. We've added close to 40–50 lines in the last year," says Berman. And with a flexible solution like RingCentral, Iatric Systems can easily continue to grow.

"Fifteen percent of our company works remotely. The RingCentral Phone app helps us all stay connected regardless of where we are. It's great to have full access to all of the RingCentral Office features at our fingertips."
—Tim Hemmerling, Information Technology Manager

Blue Health Intelligence is the nation's premier health intelligence resource, delivering data-driven insights about healthcare trends and best practices.

bluehealthintelligence.com

Year founded
2010

Headquarters
Chicago, IL

Size
120 employees

RingCentral®

Blue Health Intelligence ensures easier collaboration with RingCentral

The leading healthcare database

Blue Health Intelligence (BHI) generates software products that give customers different ways of looking at data. BHI accesses the industry's largest and most comprehensive database of integrated medical and pharmacy claims. As a result, the company is a valuable resource for virtually any entity committed to high-quality healthcare coverage and services in the US. Founded in 2010, BHI has 120 employees and is headquartered in Chicago.

Switching to the cloud

Before BHI chose RingCentral's cloud communications solution, its Chicago office had an on-premise PBX system—as did its recently acquired locations in Florida and California. These PBX systems were not identical, which made administration and management difficult. Employees at the various BHI offices tried to work collaboratively, but communication became problematic, because the PBX systems lacked cross-functionality.

"Our biggest issue was not having everyone on a centralized system where you could easily look up employees or departments," says Tim Hemmerling, Information Technology Manager. "Having disjointed systems is no way to do business."

Enabling flexibility and mobility

The employees at BHI work collaboratively quite often despite being in different locations. RingCentral's feature-rich system allows employees to stay connected and available anytime, anywhere. Employees at BHI rely heavily on individual conference bridges to collaborate with colleagues at different offices. The RingCentral Phone app is another crucial tool BHI uses to send and receive calls when away from their desks.

"Fifteen percent of our company works remotely," says Hemmerling. "The RingCentral Phone app helps us all stay connected regardless of where we are. It's great to have full access to all of the RingCentral Office features at our fingertips."

A user-friendly and regulatory-friendly system

RingCentral provides the IT staff at BHI with a communications system that does not require extensive training and can be maintained internally—giving the IT staff more time to work on other projects. As a growing company, it was important to Hemmerling and his colleagues that setup and use of their phone system would be easy, so that it would not be time-consuming when new employees started. Being professionals in the medical field, it was essential for the employees of BHI to have a communications solution that met their regulatory compliance needs.

"As a company that handles the private information of patients, it was important that our communications system was consistent with our HIPAA-compliance efforts," says Hemmerling.

LifeGuardian™
Personal Assistance Response Systems

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"We are delighted with our new cloud-based business phone system from RingCentral. In addition to the significant cost savings, we have a world-class phone system that outpaces our much larger competitors and allows us to maintain a consistent, professional image across our office locations."

—Thomas C. Franks, Director

LifeGuardian Technologies distributes life saving emergency medical alert devices.

lifeguardianmedicalalarms.com

Headquarters
Oceanside, CA

Size
10–20 employees

Medical alert service cures communication disorder with RingCentral Office®

LifeGuardian Technologies, LLC, headquartered in California with a remote office in Florida, distributes life-saving emergency medical alert devices. They adopted cloud business phone system RingCentral Office to get world-class service while dramatically reducing communication costs. The older vendors were not only expensive, but they could not easily meet the business needs of distributed locations and employees.

The company needed a business-class phone system that would allow it to route mission-critical calls seamlessly across multiple locations, and would scale to fit its growth and expanding needs. Prior to RingCentral, the company had a PBX provider, local service, toll-free numbers, long distance, and voicemail, with each service having its own vendor. With five different providers, LifeGuardian's legacy telecommunications system was expensive to maintain and operate, without meeting its business needs. It was the worst of all worlds.

Company Director, Thomas C. Franks, was paying at least $800 per month to a variety of vendors for a PBX system, local, long-distance, toll-free, and voicemail services. The switch to RingCentral Office enabled Franks to get all of these services and more, from one provider for only $99 per month.

LifeGuardian was attracted by the self-service and on-demand capabilities of RingCentral Office—instant purchase, configuration, activation, and management capabilities—that don't require any technical skills and can be done easily online anywhere in the world using an internet browser. RingCentral Office also offered LifeGuardian a vast array of business-class capabilities, such as ease ofuse, scalability, and the ability to consolidate communications with one provider. Franks' decision to switch to RingCentral Office was validated with a hassle-free transition, excellent customer service and technology support, plus clear call quality.

"We are delighted with our new cloud business phone system from RingCentral. In addition to the significant cost savings, we have a world-class phone system that outpaces our much larger competitors and allows us to maintain a consistent, professional image across our office locations," says Franks.

"We were struggling with the cost and hassle of dealing with multiple communications providers," says Franks. "Finding RingCentral Office was a revelation—the system is very flexible and the voice quality is crystal clear. The IP phones are top quality, and our sales office in Florida sounds like it is right here at our main office in California. With RingCentral, we have a high-quality, full-featured business phone system that was implemented easily and flawlessly without any downtime."

"The RingCentral Phone app allows us to keep our personal phone numbers private but still remain reachable to both customers and colleagues regardless of location."

—Nic Natale, Director of Information Technology

Dynasplint Systems, Incorporated is a company that designs, manufactures, and sells dynamic splints that are used for range of motion rehabilitation.

dynasplint.com

Year founded
1981

Headquarters
Severna Park, Maryland

Size
285 employees

Dynasplint chooses RingCentral for flexibility and administrative advantages

Helping patients restore physical function

Dynasplint Systems, Inc. designs, manufactures and sells dynamic splinting devices that help patients with joint stiffness regain range of motion in their peripheral joints. Dynasplint specializes in reducing rehabilitation time for a variety of injuries, including shoulder, elbow, wrist, knee, ankle, jaw, and veterinary. Founded in 1981, Dynasplint has over 285 employees and is headquartered in Severna Park, MA.

Finding a new solution

Dynasplint needed to reduce its reliance on hardware and maintenance engineering support. Its legacy on-premises hardware was expensive and needed frequent updates, requiring constant configuration and management support from external technicians. From an IT perspective, this system was troublesome because it required extensive training, a secure and physical space in an office location, and was not reliable. "We had an emergency situation and our account representative was able to get our system deployed in just 12 hours," says Nic Natale, Director of Information Technology. "RingCentral is amazing. I love that we can manage the

system ourselves and that we do not have to worry about any hardware."

Increased mobility and flexibility

Dynasplint has four divisional offices; however, most employees work remotely. The flexibility offered by RingCentral caters to the needs of all employees at Dynasplint. The head-up display (HUD) feature allows users to see a colleague's availability based on whether or not they are on a call. With RingCentral, Dynasplint employees can take their personal phone numbers off their business cards and simply access work-related contacts by downloading the RingCentral app. "I no longer feel like I'm tied to my desk," says Natale. "The RingCentral Phone app allows us to keep our personal phone numbers private but still remain reachable to both customers and colleagues regardless of location."

Scalability made easy

RingCentral provides Dynasplint with tools and features that make it easy for the company to scale. Faxing is heavily used in the medical industry, but with RingCentral, physical fax machines are no longer needed. Business can be easily retained despite changes in

staffing since employees no longer use their personal phone numbers. The company also plans to utilize RingCentral's integrations with Salesforce® and Google Cloud. "Our IT staff consists of just five people. We have plans to move to Chromebooks because it would help keep things simple," says Natale. "Since RingCentral integrates seamlessly with Google Cloud, our phone system will be one less thing to worry about."
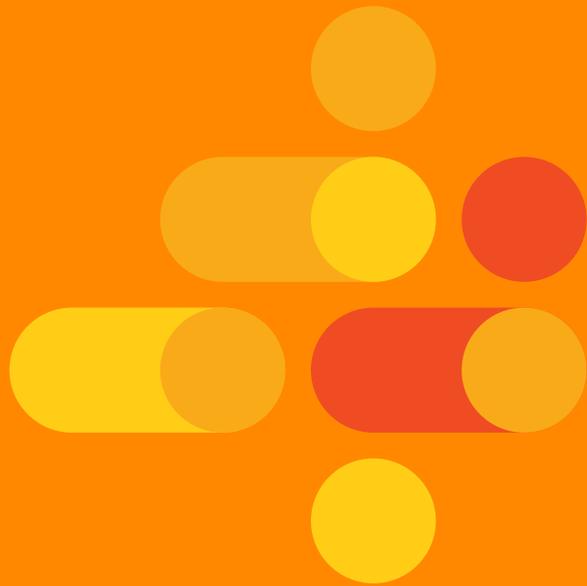
About RingCentral

RingCentral, Inc. (NYSE:RNG) is a leading provider of global enterprise cloud communications and collaboration solutions. More flexible and cost-effective than legacy on-premises systems, RingCentral empowers today's mobile and distributed workforce to communicate, collaborate, and connect from anywhere, on any device. RingCentral unifies voice, video, team messaging and collaboration, conferencing, online meetings, and integrated contact center solutions. RingCentral's open platform integrates with leading business apps and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

Backed by HITRUST validation, RingCentral offers a highly secure infrastructure and comprehensive solution that allows HIPAA-regulated customers to use RingCentral from many devices without affecting HIPAA compliance.

In 2017, RingCentral was named a Gartner Magic Quadrant Leader for Unified Communications as a Service (UCaaS), Worldwide for the third year in a row.

RingCentral®

For more information, please contact a sales representative.
Visit ringcentral.com or call 855-774-2510.

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Packet Fusion

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PACKET**FUSION**

Connecting the Dots to the Cloud