

About Brookhaven Memorial

Brookhaven Memorial Hospital Medical Center is a 321-bed acute-care, voluntary not-for-profit community hospital located in East Patchogue, New York. Founded in 1956, the medical center is comprised of the main campus, two community multi-disciplinary health centers, and a modern state-of-the-art facility located in downtown Patchogue accommodating its expanded Hemodialysis Program, Home Health and Hospice/Bereavement Services, as well as an off-site ambulatory Women's Imaging Center. Quality medical care is the focus of the Medical Center's enduring patient-centered approach to healthcare in the exploration of new and innovative programs.

Mission: Cut Phone Costs; Improve User Experience; Maintain 24/7 Reliability

Don Fleming, CIO, and Scott Weber, telecom manager, both of Brookhaven Memorial, specified a system that would:

- Effectively handle the hospital's 300,000 monthly incoming calls
- Reduce communication costs;
- Improve the overall user experience; and
- Provide 24/7 reliability.

Brookhaven's IT team turned to Black Box Network Services of Amityville, New York, an Authorized Toshiba Dealer.

Chris Gibbons, VP of Black Box Network Services of Amityville, New York, recommended Toshiba's Strata® CIX™ IP business communication system. Gibbons has been selling Toshiba business telephone systems more than 30 years.

Toshiba backs up its reliability with the industry's longest manufacturer's extended warranty, allowing customers to build the warranty into the overall cost of the system.

Fleming and Weber were already sold on Toshiba as the hospital had used Toshiba telecom systems since the early 1990s. In fact, Gibbons has been the hospital's Authorized Toshiba Dealer contact for more than 20 years.

Solution: Toshiba Strata CIX Exceeds Hospital's Goals

Installed by Black Box Network Services, Brookhaven Memorial has a network of Strata CIX IP business telephone systems at seven locations throughout the East Patchogue, New York area. The system includes:

- More than 2,500 ports spread across the seven locations;
- Three Strata CIX1200 systems at the hospital's main location;
- One Strata CIX670 at the back office;
- One Strata CIX100 system at its wound care and bariatric center;
- Three remote fiber cabinets;
- A mix of digital and analog telephones; and
- Polycom SpectraLink 3000 wireless telephone system with 200 wireless handsets, which gives doctors and nurses mobile telephones without disrupting delicate hospital equipment.

All the systems are networked together over IP using Toshiba's Strata Net.

Industry: Hospital/Healthcare

Major Accomplishments:

- \$224,000 Cost Savings the First Year
- \$144,000 Ongoing Annual Savings
- \$80,000 Savings by Migrating From Older Toshiba System
- Increased Reliability
- Improved User Experience
- Remote Administration



From left, Chris Gibbons of Black Box Network Services, shown here with Don Fleming and Scott Weber, both of Brookhaven Memorial, created a Toshiba Strata CIX system that saved more than \$200,000 the first year.



Chris Gibbons of Black Box Network Services shows Don Fleming, Brookhaven Memorial's CIO, some benefits of the Toshiba telephone system. Brookhaven Memorial saved \$80,000 in telephone equipment costs by migrating from an older Toshiba system.

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Result #1: Remote Administration for More Control

Using Toshiba's Network eManager® remote administration tool, Weber can now remotely manage the entire telephone system from his desk. He can also troubleshoot issues more effectively since he has more control over the system.

Weber said, "I am no longer at the mercy of the telephone company to fix problems or make changes. I can now administrate the system from my desktop and make moves, adds and changes on the fly without waiting for a service call and without any service charges."

Result #2: Improved User Experience

Now with the new Strata CIX system, hospital personnel can easily program telephone features and integrate with other applications such as Microsoft® OCS. They can facilitate Unified Messaging and receive their faxes on their computers along with their emails and voice messages. The system has also enabled direct extension dialing, caller ID and message waiting lights, all of which help improve efficiency.

In addition, using the Toshiba API Tool Kit, the Black Box team was able to set up the Strata CIX to integrate the hospital's AMCOM/Xtend attendant consoles with its proprietary patient database. This was accomplished by connecting the consoles via Toshiba's Strata ACD with applications running on the Strata MAS (media application server), delivering flawless integration. Integrating the system with the patient database helps ensure that calls are transferred accurately and efficiently.

"With the new system, everything is easier and more intuitive for our employees, which helps them be more efficient and lessens the load on the IT team to keep things working," Weber said.

Result #3: Cut Monthly Phone Costs by \$12,000

Brookhaven Memorial eliminated \$12,000 in monthly Centrex costs by moving to PRI lines and therefore reducing costs for maintenance. It also reduced the pressure on the network capacity.

In addition, migrating from older Toshiba Strata DK424 systems saved the hospital in excess of \$80,000 over buying a new system. Staying with Toshiba allowed it to re-use its existing digital and analog telephones as well as system cards.

Bottom Line: \$224,000 Savings the First Year; \$144,000 Savings Annually Thereafter

Toshiba's Strata CIX IP business telephone system has helped Brookhaven Memorial meet its goals of reducing communication costs, improving user experience, and providing exceptional reliability.

Brookhaven Memorial savings includes:

- \$12,000 in monthly phone costs by moving from Centrex to PRI lines, for a total of \$144,000 annually;
- \$80,000 in migration cost savings by re-using existing equipment;
- Total of \$224,000 cost savings in the first year; and
- Ongoing annual savings of \$144,000 per year.

"Hospitals operate 24/7, every day of the year, even holidays, so our telephone system has to be ultra reliable. We receive an average of 300,000 calls every month. Every call is important, and any call could be urgent."

Scott Weber, telecom manager,
Brookhaven Memorial



Scott Weber of Brookhaven Memorial, at left, and Chris Gibbons of Black Box Network Services, with the Toshiba Strata CIX1200 and Toshiba Network eManager. Using Toshiba Network eManager, Scott can remotely manage the entire telephone system from his desk.

"Thanks to Toshiba and Black Box, we were able to save more than \$200,000 the first year, plus we cut our communication costs by about 35 percent. In fact, the system will pay for itself in just 17 months."

Don Fleming, CIO, Brookhaven
Memorial

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