



# MB PATHOLOGY APEX CLOUD TELEPHONY SYSTEM



## ABOUT MB PATHOLOGY

MB Healthcare Services Limited is a diagnostic Hub offering a range of healthcare services under one roof. They aim to create one-stop clinics to allow clinicians and patients to take advantage of potentially life-saving facilities.

## THE CHALLENGE

Implementing a new cloud-based VoIP phone system for MB Pathology's four practice locations and installing fibre circuits and handsets across multiple healthcare centres presented several challenges. Overcoming these challenges required careful planning, coordination, and technical expertise.



*"We are delighted with the outcome of implementing the Apex Cloud Telephony System and incorporating handsets in our healthcare centres. The solution provided by Telecom2 and the Apex Cloud Telephony system has revolutionised our communication and call-handling processes. The seamless installation of handsets has significantly improved our ability to promptly manage incoming calls and distribute them to the right departments or individuals. Real-time call monitoring and analysis of missed calls have allowed us to identify areas for improvement and take immediate action. We are impressed with the results, and our patients have noticed the enhanced efficiency and responsiveness. We highly recommend Apex Cloud Telephony to any healthcare organisation in need of a reliable and feature-rich cloud-based VoIP system."*

**SANJIV K SAWOCK**  
Owner  
MB Pathology Limited

- 1. Network Infrastructure:** One of the primary challenges was establishing a robust network infrastructure to install the cloud-based VoIP phone system and ensure reliable communication across all locations. This involved deploying fibre circuits in each office location, which required coordination with site surveys, and addressing any potential infrastructure limitations or connectivity issues.
- 2. Incoming Call Handling and Call Distribution:** Given the importance of efficient call handling in a healthcare centre, it was essential to implement a system that could effectively manage incoming calls. The Apex system's queueing capability and ability to distribute calls to the relevant individuals or departments were crucial requirements. Configuring the call routing and distribution logic to ensure prompt and accurate call transfers presented a challenge, as it required a deep understanding of MB Pathology's organisational structure and call handling protocols.
- 3. Handset Distribution:** With handsets spread across multiple healthcare centres, coordinating the distribution and configuration of these devices presented logistical challenges. Each handset needed to be installed and programmed correctly to ensure they were operational and connected to the VoIP phone system. Coordinating the delivery, installation, and configuration of many handsets across different locations required efficient project management and timely communication.
- 4. Compliance and Security:** The healthcare industry is subject to strict data privacy and security regulations. Implementing a VoIP phone system necessitated ensuring compliance with regulations like the General Data Protection Regulation (GDPR). The system had to be designed to protect patient information and ensure secure communication across all locations, which involved implementing encryption, access controls, and regular security audits.
- 5. Real-time Call Monitoring and Missed Call Analysis:** Monitoring inbound and outbound calls in real-time and reviewing missed calls was crucial for MB Pathology. Implementing a system that could provide detailed call analytics, including missed call information, presented a challenge. It required integrating the necessary monitoring tools and establishing protocols for reviewing missed calls and taking appropriate action promptly.

## THE SOLUTION

We were contacted by MB Healthcare Services and provided with the following brief:

- 1. Conduct thorough site surveys of each location for optimal placement of Fibre Circuits.**
- 2. Analyse organisational structure and call handling protocols for effective routing and customise the Apex system to prioritise urgent calls and assign departments.**
- 3. Implement encryption and security measures for call recordings**
- 4. Enable voicemail functionality on each handset, allowing individuals to receive and manage their voicemail messages.**
- 5. Configure the Apex Cloud Telephony system to route incoming calls to the appropriate handsets based on departments or individuals**
- 6. Strategically place handsets throughout each healthcare centre for convenient access by staff members**
- 7. Train staff on how to effectively use the Apex Cloud Telephony and its features for seamless call management**
- 8. Provide personalised support**

These solutions address the challenges, ensuring smooth deployment of Apex Cloud Telephony efficient call handling, regulatory compliance, and continuous improvement in call quality and patient care.

## OUTCOME

Apex Cloud Telephony, installed for MB Pathology, **was launched successfully only in 4 weeks** after the project brief was provided. Our team provided fibre circuits, and bespoke work was carried out to meet MB Pathology's specific requirements, resulting in a tailored and customised solution that met their communication needs.

Apex Cloud Telephony improved communication across all **four office locations**, enabling seamless connectivity and efficient **call handling**. The Fibre Circuits provided reliable, high-speed connectivity, ensuring uninterrupted communication between staff members and departments.

The Apex Cloud Telephony system's features, such as **call queuing** and distribution, significantly **improved the handling of incoming calls**. Calls were promptly routed to the relevant individuals or departments, **reducing wait times** and enhancing the overall patient experience.

The implemented VoIP system and security measures ensured compliance with regulations like GDPR. Sensitive **patient information was safeguarded** during call recordings, storage, and access, maintaining the confidentiality and privacy of patient data.

**The call recording feature** facilitated staff training and quality assurance efforts. Inbound calls were recorded, allowing for comprehensive training programs and performance evaluations. The system's call monitoring capabilities enabled real-time assessment and feedback, **improving call quality and customer service**.

Real-time **call monitoring** and analysis provided insights into missed calls, enabling prompt follow-up and reducing missed opportunities—regular reviews of missed call data allowed for process improvements, optimising call handling and **maximising patient engagement**.

Call or Email Us to learn more.



+44(0) 207 058 1000



[info@telecom2.net](mailto:info@telecom2.net)