

CASE STUDY

HOSPITAL LANE DENTAL SURGERY



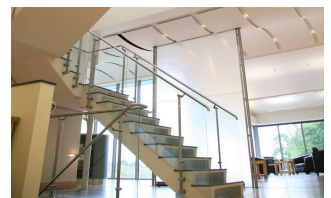
Icom communications solution means it's smiles all round.

A reception area that encompasses a running water wall, waiting rooms with LCD screens and a luxurious ambience oozing throughout the entire building isn't what you'd usually expect to find when you visit the dentist. But then again, have you visited Hospital Lane Dental Clinic?

This world-class dental practice is one of the UK leaders in the private sector and takes dental care to a five star level. Having recently moved to a new, purpose built site near the M2, the clinic now has the space required to continue elevating standards.

Previously located on Rochester High Street, the clinic's old premises had gone through various re-designs and refurbishments, but had become limiting to the business' progress and it was time to move on.

The new location gave Hospital Lane the opportunity to create a state of the art clinic with all the facilities and comfort its patients could need, whilst maintaining the functionality any dental practice demands. The creation of such a stylish, up-market facility needed the best possible suppliers on board to ensure the finished article was indeed world-class.



A particularly important area of consideration for the clinic was communication. When selling a five star service, good communication is imperative – and the telephone system is a key component in achieving this. Hospital Lane understood that its clients form an immediate impression of the practice the moment their call is answered and that, to ensure the clinic maintains its gleaming reputation, it needs to be a good one.

In the past, the telephony system had been relatively slow and inefficient and the move provided Hospital Lane with the ideal opportunity to improve it. With the new site being more than double the size of the last one, the clinic also required a bigger and more flexible system.

Choosing the right system

To help choose the right system, Hospital Lane partnered with Icom, a leading communications specialist in the Kent area. As an impartial systems provider, we looked at the requirements of the whole practice before suggesting a suitable system; which in this case was the Nortel Business Communications Manager 50.

We chose this system because of its flexibility and voicemail functions. It would also provide Hospital Lane with a long-term phone system, with the capacity to grow to more than three times the size of its initial configuration.

With a practice that is going from strength to strength, the capacity for the system to grow with the clinic was essential. Adding a new user is simply a matter of purchasing a new handset and license rather than having to invest in extra hardware, thereby keeping costs to a minimum, which we understand is a high priority for every business.

In addition to ensuring that the telephone system was more than capable of fulfilling both their present and future requirements, once the new premises were up and running, we understood that it was crucial to ensure a smooth changeover with no disruption to customer care.

The land line number didn't change because it was an 0800 number, so it was simply a matter of remapping. And when the clinic closed for a few days during relocation, voicemails, announcements, and diverts were set up to provide continued customer contact.

We now supply the clinic with six lines which can be routed anywhere and voicemail facilities, all of which helps to ensure that patients are dealt with quickly and efficiently. In addition to the lines for the telephone system, we also installed single lines for PDQ's, the fax and the alarm. We also programmed one of the phone buttons to open the front door so that, should surgeons be working late, they have the extra security of being able to control who enters the premises.



'Icom was a great company to partner with. From the outset they were clear, specific and professional. They delivered the right goods at the time we needed them and I am confident that the telephone system will fulfil our needs for some time to come.'

Richard Ebanks,
Principal Dental Surgeon,
Hospital Lane Dental Clinic.

Always one...

Now, although the system was impeccable and Icom's service flawless, the Dental Clinic did have some initial problems with line installation and there was fear that the system wouldn't be up and running in time for the switchover. However, Icom immediately took control of the situation and, with a lot of persistence and hard work, the issue was resolved and the lines were installed in time, with no disruption to resumed service.

All the extras

As well as communications, at Icom we are also experts in electrical cabling, and although this area of the new build was being dealt with by another company, following an on-site visit by one of our engineers, Icom made recommendations on the CAT6 cabling routes, which proved very useful.

Icom provide a full end-to-end service, so, once all the communications systems were in place, we set about training the staff. Hospital Lane was keen to ensure its service to patients was not disrupted, so we arranged for some of the training to be given early in the mornings before the start of business.

Hospital Lane was delighted with the level of service and expertise provided by Icom. Richard Ebanks, Principal Dental Surgeon, kindly commented; 'Dentistry can be unpleasant, so everything around it needs to be 5 star. This includes good, reliable communication between our patients and the dental team. The telephone system that Icom recommended, along with a great team, helps us to deliver a state-of-the art product.

Not only that, but Icom was a great company to partner with. From the outset they were clear, specific and professional. They delivered the right goods at the time we needed them and I am confident that the telephone system will fulfil our needs for some time to come.'

Now fully completed, the new Hospital Lane Dental Clinic wouldn't look out of place in Hollywood, and it really is smiles all round!

