

Altru Health System uses TelStrat WFO to Enhance Patient Services Quality

Altru Health System is a community of over 4,000 healthcare professionals and support staff committed to serving the Grand Forks, North Dakota region for more than 100 years. The staff includes over 200 physicians and more than 75 nurse practitioners and physician assistants in 65+ specialties.

Through 12 Grand Forks practice locations and 12 regional practice locations Altru serves more than 200,000 residents in northeast North Dakota and northwest Minnesota, providing healthcare services to meet needs of patients of all ages and levels of health. In 2015 the system supported 494,085 clinic visits. As a member of the Mayo Clinic Care Network, Altru brings the Mayo Clinic's knowledge and expertise to Red River Valley.

The Challenge

Altru Health System has long recognized the need to record telephone calls coming into the healthcare delivery system via its switchboard, nursing lines and patient access. Availability of interaction recordings facilitates speedier resolution healthcare issues for both patients and care providers. However, Altru Health System realized its call recording system was not well-suited to support regional healthcare providers' ongoing growth.

In 2016, assisted by High Point Networks, Altru replaced their legacy recording system with Serenova's TelStrat Call Recording software, with encryption for HIPAA compliance. This solution will support its growing number of call-handling agents spread across the healthcare provider's campus that comprises the main hospital, specialty clinics, and rehabilitation and counseling centers.

The Solution

TelStrat WFO is deployed on an internal application server linked to a virtualized database server where, according to retention policy, all call recordings are stored for 60 days. The solution is integrated with Altru Health System's ShoreTel Version 14.2 IP telephony system and Cisco network. Every day approximately 100 agents, campus-wide, log onto Altru's Patient Access telephone switchboard and nursing lines stations, as well as the physician's One Call line. Recently, Altru expanded its call recording capacity to support up to 150 agents.

"The TelStrat WFO call recording solution was easy to deploy," explains Terry Overbo, the Altru Health System Telecom Systems Engineer who implemented the system. "Serenova provided a worksheet that made it easy to transfer users from our legacy system quickly into TelStrat WFO. Because it is similar to the legacy system, our agents quickly adapted to the navigation and workflow. We ran both systems for 90 days to ensure a smooth transition."



PBX Environment

- ShoreTel Release 14.2
- Cisco network
- 4,500 users
- 150 agents
- 76,000 inbound calls/week
- 50,000 outbound calls/week

Needs

- Ability to record 100% of calls
- Comply with PCI and HIPAA requirements
- Review calls for quality and training

Solution

Serenova's TelStrat WFO Including:

- TelStrat Record
- TelStrat Encryption

Benefits

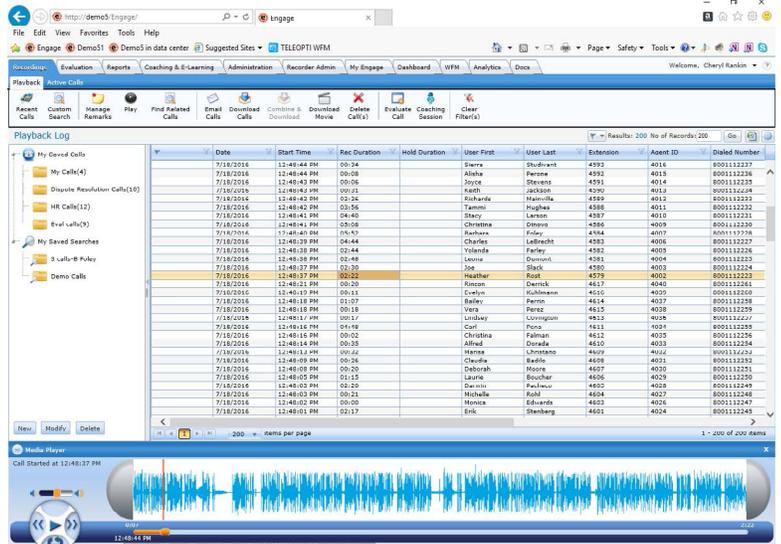
- Improved patient service
- Improved training and coaching
- Improved staff communications
- Optimized issue resolution
- Achieved HIPAA compliance

The Results

Serenova's TelStrat system has proven easy to learn and use. Agent groups and shifts across the hospital, clinics, and centers are easily defined and maintained by a single administrator. "The search filtering makes it possible to quickly select groups of recordings to find specific recordings made by specific agents on specific dates and times," says Overbo.

"Reviewing and evaluating call recordings is a great way to be able to give both positive and constructive feedback to our agents," explains Breana Berberich, Altru's Patient Access Manager. "I have been able to do follow up when there is a complaint and know the true story. It is a great way to validate work processes. Reviewing these interaction recordings is a great way to provide coaching and training to new and experienced agents in our best practices using examples of real interactions."

For new agent training and ongoing service quality assurance, Altru engaged a specialty consultancy who conducts monthly agent performance evaluations for improvement coaching and policy adherence guidance.



PLAYBACK LOG

“ *Serenova is affordable to enable our expansion. The recording is very reliable. Our implementation went smoothly. Our agents migrated to and new agents learn TelStrat WFO with ease. We are pleased with the solution. It's been a great value.*

Terry Overbo, Telecom Systems Engineer, Altru Health System

What's Next

Altru anticipates extending call recording to all of its regional clinics through its Cisco network. And, as the number of agents continues growing, Serenova WFO's call handling quality evaluation facility is available as an integrated solution component ready to support Altru's quality assurance practice.

About Serenova (formerly TelStrat)

Serenova has transformed the customer experience. Over a decade ago, the company realized technology didn't exist that could deliver immediate, consistent, and exceptional service. So, it created a true cloud contact center solution that could. The result is the ability to unify everything from customer engagement to quality management to analytics. This single source of truth provides global brands insights about customer information and experiences as they pivot between channels such as SMS, voice, or Facebook messenger.

Whether it's technology, healthcare, or retail, brands from all industries come to Serenova for its global coverage and deep integrations into the business systems used every day. Why is this important? It creates the opportunity to keep pace with customers by quickly scaling up across the enterprise or out geographically. Recognized by analysts such as Gartner, Serenova is committed to building on an 18-year legacy leading the way in cloud-based contact center innovations.

To learn more, visit www.serenova.com. For live updates, follow [@SerenovaShine](https://twitter.com/SerenovaShine).