



Arc Premium Healthcare

Solutions For Healthcare, Powered By EXTENSION, INC.

In busy medical environments where quick and reliable communications make the difference between life or death, the timesaving, error reducing benefits of an integrated call handling system make it a critical tool. Arc Premium Healthcare is an advanced attendant console that utilizes EXTENSION® HL7 integration with healthcare directories to enable operators to communicate quickly and efficiently with patients and staff.



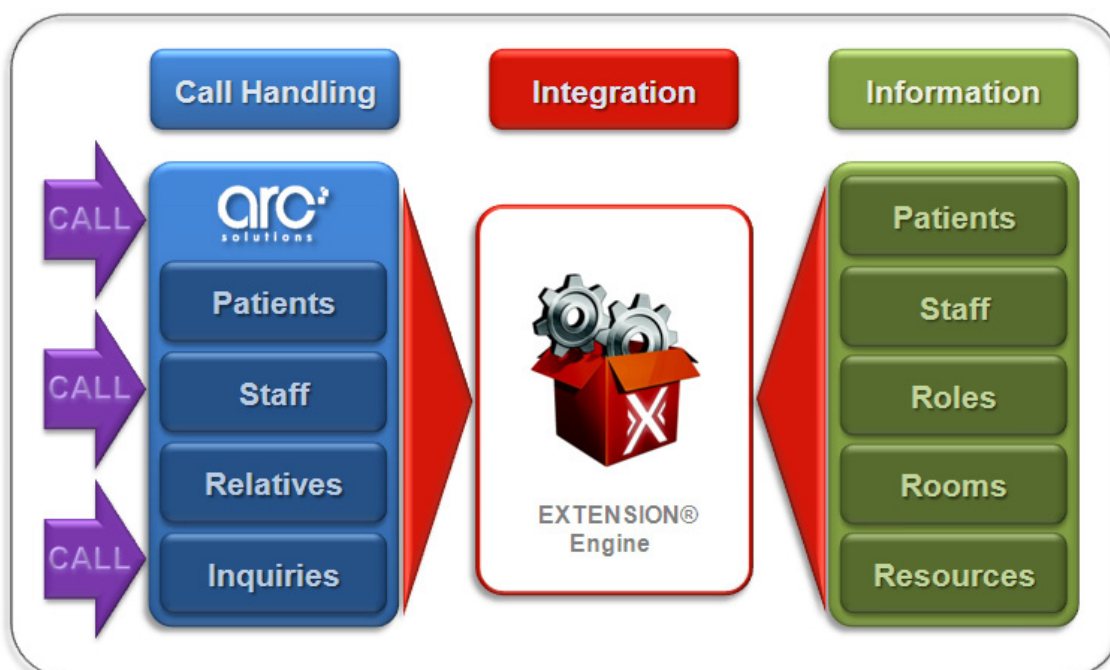
Challenges In Healthcare

A recent study found that hospitals lose \$12b annually as a result of poor communications. Improving the quality and speed of communications not only has cost benefits but is also critical for good patient care.

Communication challenges are typically associated with high volumes of calls to busy telephone operators, inaccurate information relating to staff and patients, and contact information being held in disparate systems across multiple locations.

Arc Premium Healthcare, powered by EXTENSION, enables healthcare organizations to provide efficient, cost effective communication and seamless information exchange across multiple facilities.

Utilizing HL7 and Active Directory integration, EXTENSION enables Arc Premium Healthcare to connect directly to healthcare information systems providing operators and hospital receptionists with instant access to a searchable directory of specific patient and staff information.





Arc Premium Healthcare

Intuitive, Effective Solution

Arc Premium Healthcare provides operators and hospital receptionists with an intuitive call handling solution that ensures high volumes of calls are answered quickly and efficiently while maintaining excellent standards of service.

Operators can be located anywhere on the network and even share a common directory, making it ideal for hospitals and medical organizations looking to offer a transparent service across several locations and even multiple time zones.

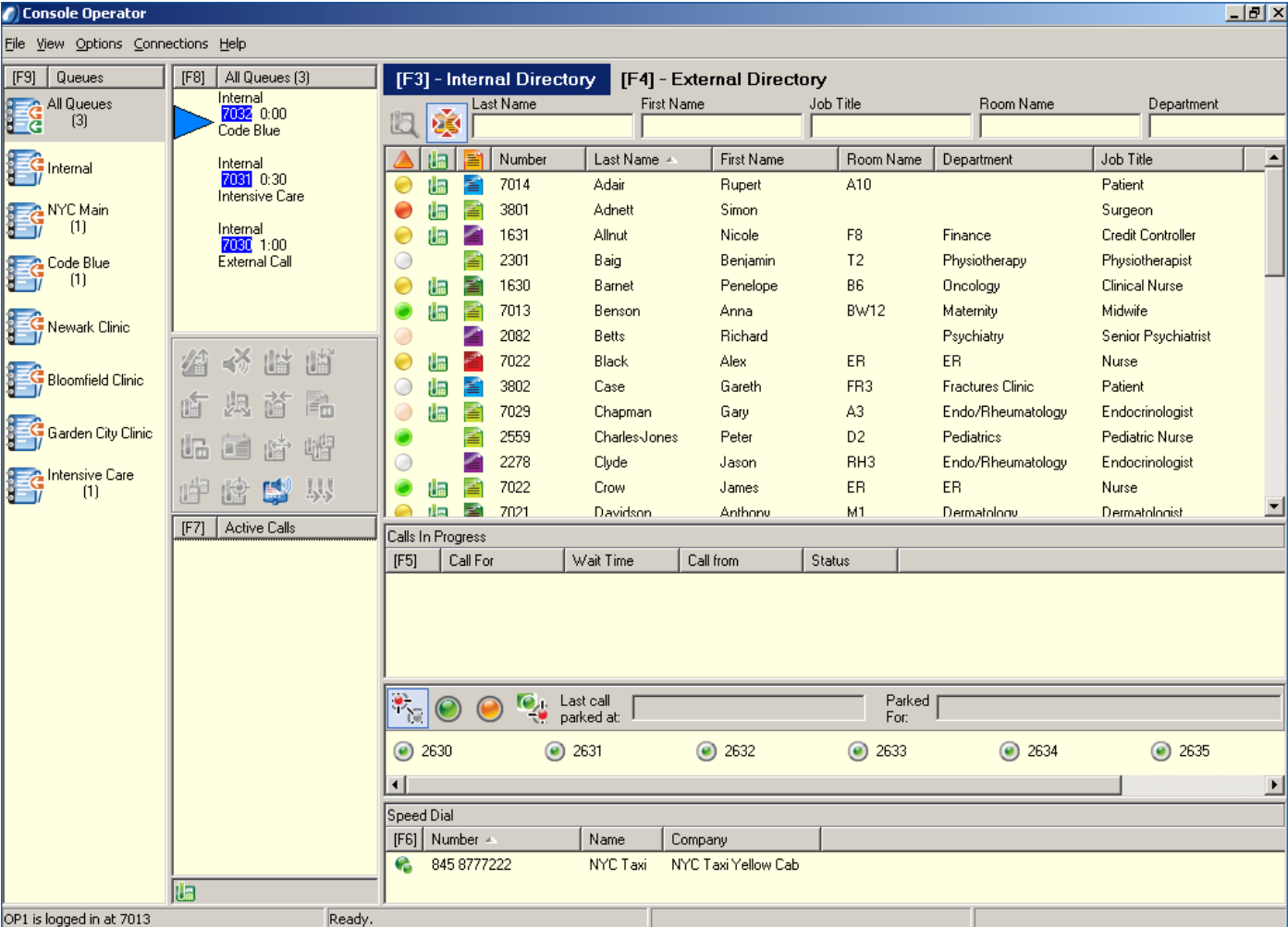
Both Arc Solutions and EXTENSION, have significant experience in adding functionality and value to Cisco Unified Communications Manager, providing organizations with a truly integrated, approved and robust solution, ideal for mission critical environments such as healthcare.

Intelligent Call Routing

Arc Premium Healthcare utilizes a powerful queuing engine which recognizes and routes calls to the relevant queue. Calls to each queue are treated differently depending on the business rules applied. For example, calls queued for admissions will be played different in-queue messages to internal calls, and code blue will be given priority over those for other parts of the organization.

Should call volumes exceed set thresholds, the console can overflow to alternative queues or operators to ensure calls are answered quickly, improving patient responsiveness and care.

During an on-site emergency, calls can be routed to queues where they are answered by operators at an unaffected location. This ensures service can continue, minimizing disruption and ensuring calls are not lost.



The screenshot displays the 'Console Operator' interface with the following components:

- Queues ([F9]):** A list of call queues including 'All Queues (3)', 'Internal', 'NYC Main (1)', 'Code Blue (1)', 'Newark Clinic', 'Bloomfield Clinic', 'Garden City Clinic', and 'Intensive Care (1)'. Each queue has a status indicator.
- All Queues ([F8]):** A detailed view of the selected queue, showing 'Internal 7032 0:00 Code Blue' and 'Internal 7031 0:30 Intensive Care'.
- Internal Directory ([F3]):** A table listing staff members with columns for Number, Last Name, First Name, Room Name, Department, and Job Title.

Number	Last Name	First Name	Room Name	Department	Job Title
7014	Adair	Rupert	A10		Patient
3801	Adnett	Simon			Surgeon
1631	Allnut	Nicole	F8	Finance	Credit Controller
2301	Baig	Benjamin	T2	Physiotherapy	Physiotherapist
1630	Barnet	Penelope	B6	Oncology	Clinical Nurse
7013	Benson	Anna	BW12	Maternity	Midwife
2082	Betts	Richard		Psychiatry	Senior Psychiatrist
7022	Black	Alex	ER	ER	Nurse
3802	Case	Gareth	FR3	Fractures Clinic	Patient
7029	Chapman	Gary	A3	Endo/Rheumatology	Endocrinologist
2559	Charles-Jones	Peter	D2	Pediatrics	Pediatric Nurse
2278	Clyde	Jason	RH3	Endo/Rheumatology	Endocrinologist
7022	Crow	James	ER	ER	Nurse
7021	Davidson	Anthony	M1	Dermatology	Dermatologist
- External Directory ([F4]):** A search interface for external contacts with fields for Last Name, First Name, Job Title, Room Name, and Department.
- Active Calls ([F7]):** A section for monitoring active calls, currently empty.
- Calls In Progress ([F5]):** A table for tracking calls with columns for Call For, Wait Time, Call from, and Status.
- Speed Dial ([F6]):** A list of speed dial contacts, including '845 8777222 NYC Taxi NYC Taxi Yellow Cab'.
- Call Status:** A row of call status indicators for numbers 2630 through 2635, with 'Last call parked at' and 'Parked For' fields.
- Footer:** 'OPI1 is logged in at 7013' and 'Ready.' status indicators.

Arc Premium Healthcare screen showing call queues and directory with presence status indicators and contact options

Fast Access to Contact Information

Arc Premium Healthcare is integrated to staff contact information via Active Directory, and clinical patient databases using HL7 standards, ensuring accurate, easy to manage contact data across the organization. This synchronization creates a comprehensive profile of employees, contractors and patients, including pager/cell numbers, job title, location, car license plate, room number, email, skills, etc. all accessible from the Arc Premium Healthcare console directory.

Contact notes can be assigned against each directory entry containing useful information and numbers. The notes can also be color coded to denote, for example, 'maternity leave' or 'part-time'.

Operators can quickly search for contacts and efficiently dispatch calls using a number of criteria, including phonetic 'sounds like' and multiple-field searches. This enables operators to find staff that share the same skills, ensuring callers are put through to the best person to deal with their inquiry, improving patient care.

Integrated Presence Status

The directory also displays the availability information for each employee using Cisco Unified Presence (CUPS), Arc presence, busy lamp field and Microsoft Office Communication Server (OCS). Operators can also access staff calendars through integration with Microsoft Exchange.

Presence information enables healthcare operators to make informed choices about how best to deal with each call to ensure incoming and internal calls to the hospital are transferred successfully, improving productivity.

Advanced Contact Features

Arc Healthcare Premium provides the operator with an array of methods for contacting staff and patients in the directory and ensures callers are put through to the right person on the first time. These include email, instant messaging, SMS text, alternative numbers and paging to IP phone sets.

Embedding these contact tools into the software removes the need to swap

applications and keep the caller on hold, which maximizes operator productivity, improves service and fully leverages Cisco infrastructure.

The console can also provide a simple auto-attendant which enables callers to route themselves to right person or department, avoiding queues and improving efficiency.

Ensuring Excellent Service

The console provides both historical and real-time performance data in text or graphical format. Managers can track performance and quickly make changes to the console environment through an administration tool in order to resolve or maintain service levels.

Live performance and call data can be clearly presented on computers or large wall mounted displays, providing early warning of potential service level issues and preventing any degradation of service provided.

For security and quality purposes, all calls made to and from the console can be logged and stored for historical reporting.

Features and Benefits

- Improved customer service with fast, professional and personalized answering
- Efficient communications with calls being transferred to the right contact, first time
- Proactively manage service levels with valuable performance measurement tools
- Centralized directory with presence status information for staff, patients & contractors
- Extensive directory search options including alternate spellings, phonetic, keywords and cross tab for skill sets
- Integration using HL7 ensures information is accurate across the organization
- Email, SMS, page and IM from the directory
- Important calls and busy queues can be prioritized to meet service level requirements and urgent or emergency needs
- Provides disaster recovery and resilience

Healthcare Solutions

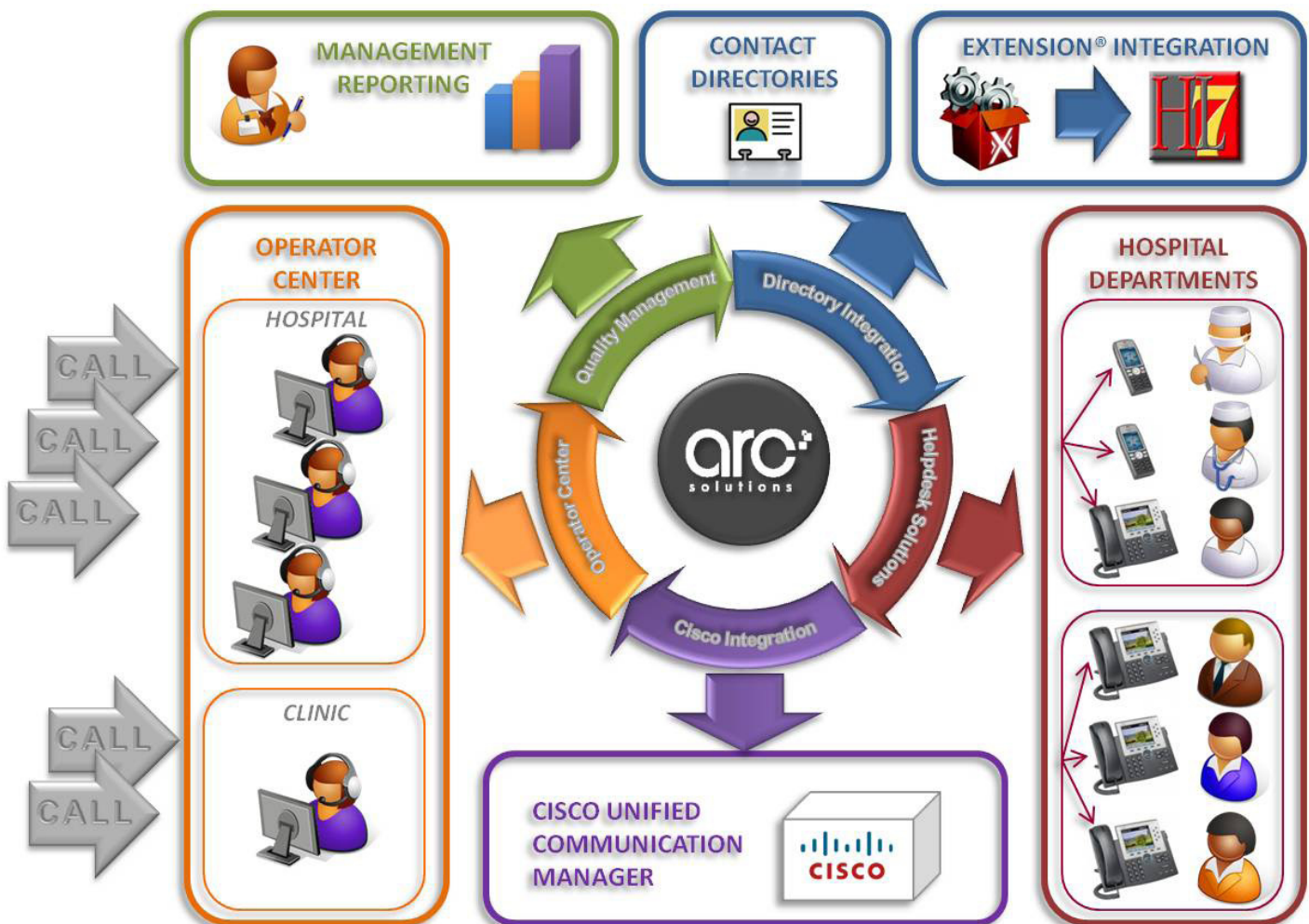


The Arc Suite

Arc Premium Healthcare is a key component in an integrated suite of applications specifically designed for Cisco Unified Communications.

These provide healthcare organizations with software tools to:

- Provide first-class service to patients and staff
- Give callers and staff choices of contacts
- Improve efficiency with accurate information
- Manage ICT and personnel resources proactively
- Equip organizations for expansion or change
- Leverage investment in Cisco IP telephony
- Synchronize patient and staff contact details powered by the EXTENSION engine



Arc Solutions

Research Triangle Park
4819 Emperor Blvd
Durham
NC 27703
t: (877) 956 0272

EXTENSION, INC

6435 West Jefferson Blvd.
Suite 201
Fort Wayne
IN 46804
t: (877) 207 3753