

## Case Study

3fivetwo  
Healthcare



# Single system makes fast growth manageable

A scalable BT communications solution provides a business critical service.

## Executive summary

3fivetwo Healthcare, a Belfast-based clinic serving private and NHS patients, had planned for growth but not on the scale it experienced. At the end of 2008 it was receiving 1,000 patient enquiries a month, a figure that had risen to 4,000 by the middle of 2009. A strategic ICT investment with BT has allowed the business to meet the challenge with no disruption.

Having taken the decision to move into a new headquarters and streamline its healthcare services, a single IP network for voice and data traffic was identified as pivotal to the restructuring of 3fivetwo.

BT was chosen to deliver the solution. Anticipating future growth, the decision was taken to invest in a scalable network solution and distributed architecture. The Nortel CS1000e was deployed as the centralised telephone system, located in the main office with 100MB links connecting it to the three other sites.

Mary Mulhern, 3fivetwo's Information director, explained why it was the key investment: "Our biggest requirement from BT was for a phone system that could handle the growing number of patient calls, answer them quickly and put them through to the right people. We run the risk of losing thousands of pounds worth of business or a contract worth much more if calls aren't answered quickly."

The organisation now runs a VPN (Virtual Private Network) that saves on internal call costs and allows data traffic to flow freely between the four different premises, a feature of the infrastructure that has become more important to 3fivetwo since it opened its Imaging Centre. Large medical images are now transferred between premises along with other data such as patient records.

Resilience and business continuity were also a core part of the new infrastructure, and each premise was given its own disaster recovery plan. All have standalone PBX systems that only become active when the central

system goes down, ensuring that voice communication is never interrupted. The rest of the time calls are routed through a single switchboard in the head office. Mulhern praised the way BT managed the transition from the old network to the new, hitting the deadline with a seamless switchover that went unnoticed by both employees and callers.

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Information Director  
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## 3fivetwo Healthcare

### The business case

When 3fivetwo Healthcare decided to centralise its administration, a helpdesk and a central switchboard in a purpose-built head office, it was the trigger to upgrade its telephone system and revisit its network infrastructure.

In addition to the main premises, the Belfast clinic has a medical imaging centre, consulting rooms and an outpatient centre, all in the centre of the city. The plan was for all four premises to share single system connectivity that could provide 200 extensions from the outset, but could expand as the organisation continued to grow.

BT deployed and now manages a VPN that that provides a 100MB link between the sites. As well as cutting the costs of internal calls, it is a business critical platform for handling routine data such as email but also for transmitting medical images between premises, something that was not possible with the old infrastructure.

The central switchboard gives seamless connectivity between sites and avoids unnecessary delays that leave callers hanging on. Calls that are not automatically routed to keys parts of the business are handled by two receptionists who manage and connect incoming enquiries using screen-based consoles.

In keeping with the longer term strategy, the IP platform also provides a foundation for unified communications. Trails are already taking place.

Business continuity was another priority. All four premises have independent PBX units that utilise Survivable Remote Gateways in the event of a disaster. If the main system goes down there are processors in each of the sites that recognise the loss of the VPN and become active. "The resilience of the service is something you just couldn't have done with the old telephony networks," said Katherine Godfrey, Business Sales Executive. "And it is a much easier network to manage. You don't have to call out an engineer every time you want to make adds, moves and changes."

She said that the deployment was a good showcase for BT's broad skill sets. "Scalability and resilience are a big part of what we delivered but it also shows our ability to provide a total solution, incorporating telephony, data and the underlying network. And it's been very good from the customer perspective because it is all managed through a single point of contact."

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