

Fertilys Clinic

Stable, reliable telephony infrastructure provides quality patient experience and clinical services delivery

"Thanks to the OXE and its robust features, which have helped improve key clinical operations, I now have the peace of mind to focus more on the quality of service expected by our patients and on improving our practices."

Sébastien Témoïn
Vice President of Strategy, Business Development and Operations, Fertilys Clinic

The Fertilys clinic is a medically assisted reproduction centre serving a population of 800,000 in Quebec, Canada. It is recognised for quality services and high success rate of in-vitro fertilisation and intrauterine insemination. The comprehensive, state-of-the-art technical facilities and patient-centred approach have earned them a solid reputation.

Faced with call loss due to an old telephone system, Fertilys sought a robust and reliable solution to seamlessly handle patient calls and provide superior telephone assistance. The opening of a second clinic further confirmed the need for a unified and optimised telephone system between the two sites.

CHALLENGES

In assisted reproduction, scheduling appointments and patient cycle tracking are essential to the fertilisation or insemination protocol and key to the success of the procedure. The clinic could not afford to continue to lose calls which was causing patient dissatisfaction and frustration.

The team of six trained operators required the most professional and flexible way possible to assist patients on incoming calls.

ACTIONS

Alcatel-Lucent Enterprise and long-time Business Partner, SSP Telecom, delivered on the need for feature-rich, reliable telephony to help Fertilys succeed. Confidence in the Alcatel-Lucent OmniPCX® Enterprise Communication Server (OXE) as an investment for future growth was another benefit. Fertilys now offers harmonised and efficient patient call handling at its two sites with a complement of Alcatel-Lucent Enterprise DeskPhones and Visual Automated Attendant capabilities.

PRODUCTS AND SOLUTIONS

[Alcatel-Lucent OmniPCX Enterprise Communications Server](#)
[Alcatel-Lucent OpenTouch® Message Center](#)
[Alcatel-Lucent OmniVista® 8770 Network Management Systems](#)
[Alcatel-Lucent DeskPhones](#)
[Alcatel-Lucent Visual Automated Attendant](#)

BENEFITS

Technology

- OmniPCX Enterprise created a stable, reliable, and robust telephony infrastructure with redundancy between the two sites
- Manager workload was reduced with use of the Automated Attendant autonomous configuration where operators and reception can program call routing by themselves

Finance

- Improved service delivery reputation led to acquiring new patients
- Reduced operational costs found with improved call handling and automation configuration capabilities

User experience

- Improved patient experience creating 100% reachability of trained staff according to bimonthly patient surveys
- No lost calls mean better alignment with patient's cycle and fertility protocol to achieve overall success
- User-friendly DeskPhone features provide staff with wireless handsets and personal ringtones among other capabilities

Future development plans

- Application or softphone to provide business telephony services to a growing number of administrative and clinical staff working from home
- Plans to expand growth of the business supported by infrastructure

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CUSTOMER REFERENCE

BUSINESS SECTOR:
HEALTHCARE

DEPLOYMENT DATE: 2021

COUNTRY: CANADA

NUMBER OF USERS: 60

COMPANY:

FERTILYS CLINIC