

IRG Physical Therapy Success Story

HOW IRGPT PROVIDES A WINNING CUSTOMER EXPERIENCE WITH UNIFIED VOICE



PHYSICAL THERAPY | HAND THERAPY





About IRGPT

IRG Physical Therapy (IRGPT) is a major healthcare organization located in the Pacific Northwest. With over 38 locations across the region, including multiple clinics within South Puget Sound, IRGPT is no stranger to providing high-quality patient experiences. The company's services include physical health, occupational health, and wellness guidance. The company prides itself on providing patients with the high level of support, treatment, and care required to promote a healthy lifestyle.

QUICK FACTS



Over 38 clinics and 400 employees



Provides compassionate, individualized care



Uses the latest techniques and technology to create exceptional results

“Working with G12 has given us the foundation to truly focus on our patients while eliminating nearly **50%** of existing costs. The ability to seamlessly receive and adjust to feedback is huge, and support has been excellent.”

Janet Carbary,

Vice President Finance
at IRG Physical Therapy

The problem

Building a compliant and streamlined customer experience

Creating an elevated patient experience is a common challenge in healthcare. Patients expect seamless communication and service from their providers. And yet, bridging the gap between experience, security, and strict regulations is no easy task.

“Our biggest dilemmas with patient communications revolved around HIPAA compliance,” recalls Janet Carbary, Vice President Finance at IRGPT. “It was difficult to find vendors with the necessary qualifications that also allowed us to support direct communication with patients. We often ended up having to host our own infrastructure, which was the case with our existing phone vendor.”

This was the exact challenge IRGPT experienced with their existing PBX solution. That solution required the company to maintain its own self hosted system using on-premises hardware.

Although the system worked well enough initially, IRGPT knew that it was not sustainable in the long-term. Increasing maintenance costs, hardware lifecycles, a lack of support — IRGPT needed something more streamlined, consolidated, and future-proof.

“We were already in the process of moving to the cloud when our physical servers went down,” Janet continues. “We estimated that it would cost us over \$7,000 to rebuild our server. That cemented the decision to migrate, and so we expedited our transition.”

IRGPT sought to replace its complex, legacy server infrastructure with a system that was both easy to use and simple to deploy. That system had to provide the capacity needed to support a hybrid workforce while also accommodating a centralized patient concierge service. They also wanted it to provide call analytics and the ability to retain their existing phone numbers.



Our long-term goal was to eliminate on-premises hardware and make the jump to cloud for all our services. G12 really stood out to me in that regard. Their cloud-based solutions and leased equipment offered significant cost-savings, eliminating any initial capital outlay.

The solution

Connecting with patients in the cloud

Because IRGPT already relied on G12 Communications for phone number provisioning — they became the company’s first choice for replacing its physical infrastructure. This replacement took the form of a Contact-Center-as-a-Service deployment augmented by a powerful Cloud PBX solution.

G12’s Contact-Center-as-a-Service platform provides omnichannel customer engagement via a single pane of glass. Combining business process automation and analytics, it gives customers direct access to the support they need, when they need it.

Meanwhile, Cloud PBX gave IRGPT a feature-rich phone system built for scalability and remote work — one that allowed them to configure call flows that perfectly fit their internal processes.

“Cloud PBX is an incredibly solid voice solution and G12’s CCaaS platform gave us exactly what we needed,” says Janet. “Their support is second to none. It feels like they were part of our team rather than just another vendor.”

“I have nothing but positive things to say about our implementation. G12 already had our numbers. The rollout was seamless and their existing documentation allowed our IT team to handle most of the work internally.”

- Janet Carbary



Maximum availability

With IRGPT's old phone system, patients were required to call individual clinics for appointments and information. Working with G12, the organization has created a contact center with dedicated reps to not only direct calls to the appropriate location, but to also help patients manage booking themselves.

"One of our goals in centralizing was to maximize each clinic's availability," Janet explains. "A centralized contact center accomplishes that, while our concierge service ensures patients receive the best care possible. It also helps clinics track one another's specialties — one might have a physician that deals with Parkinsons, while another may focus on rehabilitative physiotherapy."

This new system is further supported by a dashboard that provides full visibility into the contact center's operation and management. This includes the ability to measure performance and customer experience from the clinic-level down to the user level, making adjustments as- necessary. Administrators can see everything from average wait time to metrics for individual leads.

"Once we receive and process a lead, a concierge representative reaches out to a client over the phone, giving them the option to either call back or automate appointment registration. Auto attendants further ensure that each lead is connected to the right concierge for assessment, intake, and scheduling. It's made a huge difference, and greatly improved phone clarity for our clinics."

- Janet Carbary





100%
Total cost savings vs.
legacy solution

50%
Reduced texting
costs

100%
Reduction in
vendor bloat

The outcome

Creating a better patient experience one call at a time

IRGPT's partnership with G12 Communications has provided the company with everything it needs to transform the patient experience.

Moving from its legacy phone system not only saved the company from immediate hardware maintenance costs, but it eliminated the need for redundant third-party solutions, which managed to provide **50% cost savings** towards the monthly fees for the new phone system. There's also no longer a need to find new hardware or add new phones to the system— a time consuming and considerable out-of-pocket expense.

Cost is far from the only benefit of IRGPT's partnership with G12. It's also completely changed how the organization interacts with patients. The ability to text at no additional cost makes it easy to coordinate changing schedules and appointments, and Janet describes G12's voicemail to email text-to-speech as one of the best the organization has ever used.

"Our old system was very tedious, as legacy solutions often are," she explains. "With our new infrastructure, we've really changed how we interact with patients for the better — and with the savings gained from reducing our vendor contracts, the system basically paid for itself. The fact that anyone can pick up a call and book service really boosts the customer experience, and self-management within the platform means our agents don't need to rely as much on IT."

The company's many clinics approve of the new phone system too, saying the call clarity is exceptional. But more importantly, clinics feel better able to provide the best patient experience possible. And with the ability to measure performance through built-in analytics, IRGPT is confident in their new phone system's ability to enable data-driven decision making in all areas of the business.





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