



ET&T
Eastern Telephone
& Telecommunications

CUSTOMER EXPERIENCE

Mid Atlantic Retina

800.733.8229 | ET-T.com

"We're able to handle more calls and have better patient response. We've always had great support with ET&T. They understand our business and are very responsive."

– Barbara O' Flynn, CEO
Mid Atlantic Retina



CUSTOMER

- Healthcare Provider
- Based in Philadelphia, PA
- 16 locations

SOLUTIONS

- Mitel 5000 Phone System
- Direct Dial Extensions
- Contact Center
- Presence & Collaboration

KEY BENEFITS

- Improved customer response
- Productivity improvements
- Better staff communication
- Incremental network expansion
- Outstanding technical support

ET&T, INC.

Headquarters:
2360 Avenue A
Bethlehem, PA 18017

BRANCH LOCATIONS:

Philadelphia
Harrisburg
Wilkes-Barre
Scranton

Quality service

For over 25 years, Mid Atlantic Retina has been delivering patient care from locations in Pennsylvania, New Jersey and Delaware. The practice is focused on the diagnosis and treatment of retina, vitreous and macula disorders. Growing patient demand, increased call traffic, and the need to improve communication among 185 employees led Mid Atlantic Retina to ET&T.

Growing demand

To help the firm keep pace, ET&T recommended the Mitel 5000 converged platform. The thriving practice needed a system that would deliver immediate improvements and support continued expansion. Now employees at 8 separate locations are able to directly dial extensions between offices and easily reach co-workers with advanced presence and collaboration features.

Focused solution

Because of the specialized nature of Mid Atlantic Retina services, most of the patients seen in their offices have been referred by other eye care providers and physicians. For improved call management, ET&T carefully designed and provisioned the Mitel platform's contact center capability. Mid Atlantic staff can now screen calls, answer questions, and connect callers and referrals to their nearest office for an appointment.

Eye on growth

Mid Atlantic Retina's new technology means the practice can handle more calls and offer better patient response. When a patient or a staff member needs to be redirected to another office, they are easily transferred across the advanced MPLS network that interconnects the offices. The firm is also well positioned to add advanced database integration and bring its remaining locations onto the network when the timing is right.