

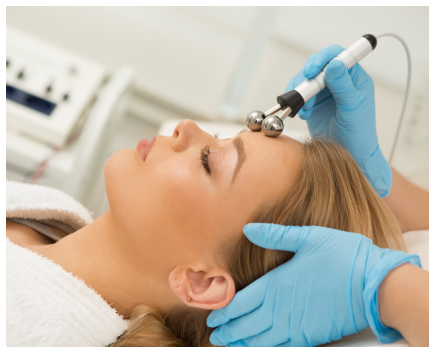
LEHIGH VALLEY
DERMATOLOGY

TREATING THE SITUATION WITH SOME ADVANCED TECHNOLOGY

Located in the center of downtown Bethlehem, PA, Lehigh Valley Dermatology has earned the reputation of being one of the region's leading, independent dermatology practices. Along with its well-recognized local and regional credentials, the practice has gained national recognition for clinical research in several areas of dermatology.

With collectively over 100 years of experience, the staff strives to provide each of their clients with the highest quality dermatologic care available today. Each team member is committed to creating a welcoming environment and helping to achieve positive outcomes. Offering some of the most advanced, and minimally invasive methods for treating various conditions, Lehigh Valley Dermatology is properly equipped to make a noticeable difference.

So, when they faced an aging phone system that started to reveal its blemishes, Lehigh Valley Dermatology opted to consult with ET&T to discuss some viable treatment options. They could quickly see that their communications network required the same specialized attention they provide clients daily.



The frustrating conditions were numerous; dropped calls, busy signals, poor connections. All previous attempts to remedy the affected areas only resulted in relapses. By the time ET&T was consulted, Lehigh Valley Dermatology had even changed service providers in an attempt to seek the proper attention.

An initial observation identified Avaya equipment being used in the office and evidence of aging hardware supporting their network. A closer examination revealed limited infrastructure capacity was preventing them from experiencing or seeing any signs of improvement. Our diagnosis was that Lehigh Valley Dermatology was dealing with outdated technology and unreliable connectivity on an operations lifeline. They also suffered from restricted team mobility and a lack of conferencing capabilities. They needed an aggressive approach to finally heal their system wounds.

"It is amazing how much our new hosted system has improved the way we conduct business. Our Medical Director remains busy with two practices, and our new system offers us the ability to quickly set up a secure video conference. Having this new flexibility allows us to provide more timely care to our patients."

Audrey Kovacs
Practice Administrator
Lehigh Valley Dermatology

Introducing A More Favorable Solution

After seeing the system features, the option that provided Lehigh Valley Dermatology with the most attractive outcome was ET&T's new hosted phone system. It is a fully browser-based, unified communications network powered by Wildix. Being able to have all conversations on one interface, on any device, in any location was certainly appealing. And the built-in video conferencing could instantly aid in virtual care and follow-up appointments.

But to avoid any simply superficial improvements, we also needed to stabilize their infrastructure to maximize the advantages of the new technology. We injected new cabling, equipment, and a Power over Ethernet switch into their system so they could benefit from greater reliability, consistency, and performance. By project's end, we had installed a complete network to keep their voice, data, and video communications clear from any of those troubling issues.

"The advanced chat feature is our favorite. Having the ability to send quick chat messages, rather than phone calls or emails, not only saves us time but enables us to be more efficient with our internal communication."

- Audrey Kovacs

The new ET&T Hosted communications platform provides Lehigh Valley Dermatology with improved reliability, greater flexibility, and a better way to stay engaged. They were able to choose what features, what equipment and what system configurations would work best for them.



And going forward they can simply add to or adjust the set-up as needed.



With ET&T Hosted, they can bring all their real-time communications tools together in one place. The Collaboration feature enables them to work together more efficiently. And they can quickly see the availability status of team members and better manage all communication tasks at the same time- all without having to switch screens or devices. It's yet another way to use technology to deliver visible improvements that aren't just skin-deep.

RESULTS ACHIEVED BY UPGRADING TO ET&T HOSTED- POWERED BY WILDIX

- Reduction of Monthly Phone Expenses
- Easy Phone Installation
- Work from Anywhere with Greatly Improved Mobility
- Flexibility to Work on Any Device
- Secure Communication without needing an SBC or VPN
- Audio, Visual, Chat, Messaging, Video Conferencing & File Sharing all on same interface
- Quick & Inexpensive System Expansion
- Local Number for Local Support

Consult with an ET&T solutions expert today. Discover how we can help improve your essential communication networks.

