



Our Customers Speak for Our Solutions

An OAISYS Case Study



TELErhythmics

Monitoring the Rhythm of Life

Collierville, Tennessee

TELErhythmics is an independent diagnostic laboratory that performs outpatient cardiac monitoring services. While the company serves clients nationwide, TELErhythmics' greatest concentration of service has traditionally been in the Southeastern United States.

The company's services are primarily enlisted by physicians and cardiologists dealing with patients experiencing what are known as "transient symptoms" for heart problems. For example, a patient feels their heart racing and contacts their physician, who either directs them to come into the office or visit the nearest emergency room. By the time the patient arrives, their symptoms have stopped, and the electrocardiogram (EKG) is normal.

At that point the cardiologist may order a TeleRhythmics monitoring device for use. If the patient experiences symptoms again, they record them on the device and call TeleRhythmics' staff. TeleRhythmics' nurses then interpret the test results and, if appropriate, notify the cardiac MD or assist the patient in obtaining emergency help.

Other services TELErhythmics offers include pacemaker performance and battery life monitoring and short-term around-the-clock heart monitoring.

TELErhythmics staff manages 400-500 calls per day and has long seen the value of call recording as part of its operations. Among the benefits of recording

staff interactions are:

- Training staff to ensure proper demeanor and professionalism
- Dispute resolution
- Billing inquiries and
- Retrieval of information after the fact

Maintaining a calm and warm demeanor is essential in dealing with potential cardiac patients, according to Jan Callaway, TELErhythmics chief executive officer. "Because the patient can't see us," she said, "the nurse's voice has to come across very friendly, very welcoming, very compassionate. There's a difference in saying, 'Yes, ma'am,' and the patient seeing your smile and saying, 'Yes, ma'am,' over the phone. Not having that visual can sometimes be misinterpreted as short or rude."

Unfortunately, the company's previous call recording solution was outdated and under-performed in a number of key areas. Two of the primary difficulties were difficulty in locating specific calls and a limited storage duration. "Our old system did not keep calls more than three or four months," Callaway said, hindering the company's ability to make use of many legacy calls by the time they might have been needed to resolve issues or answer questions.

After consulting with the Med+Plus division of Business Computers of Memphis, TELErhythmics decided to replace its old system with the OAISYS

Talkument® voice documentation software.

While the improvements were immediate and numerous, the staff at TELerhythmics could not have known at the time their decision would one day help save a patient's life.

"The patient was not calling from their home; they were out of town," Callaway explained. "In the middle of doing their test, they passed out." Using the call data associated with the recording, TELerhythmics staff was able to immediately refer back to the call, identify the number the patient was calling from and call back. "The patient happened to be calling through a hotel switchboard. We were able to call back and, through the hotel, get that patient emergency help."

The general benefits to TELerhythmics' operations have not been as dramatic as using OAISYS technology to help save a life, but they have been both daily and numerous.

As noted previously, TELerhythmics staff is expected to maintain a warm, calm and professional demeanor with patients at all times. OAISYS aids in this goal both before and after calls. The solution is used as a training tool to demonstrate to staff members how they are expected to perform and give them real world examples.

It also is used in the event of patient disputes or complaints regarding quality of service. This is a very serious issue, according to Callaway, because perceived poor quality of service can directly affect client retention.

"If a patient complains that we were rude or what have you, we can play that back for the physician and let them make their own determination," Callaway said. "That way, it's not one person's word against another. This is a very competitive business. So, if I'm a physician and I hear a patient complain like that, I may consider using another company. Having OAISYS has definitely saved us business. There's no, 'I didn't say that.' It's just factual."

The elimination of so-called "he said/she said" disputes has even ranged beyond resolving service

complaints and more directly into the company's bottom line, according to Callaway, by verifying patient agreements to pay and clarifying information exchanged between staff members and insurance company representatives.

The one benefit TELerhythmics has seen that Callaway had not initially expected was how quick and simple the OAISYS solution makes locating a particular call.

"One thing we have loved," Callaway said, "is our previous system did not sort calls. With OAISYS, we can search by area code, by patient name or any other information we have. I didn't anticipate we were going to be able to search as easily as we can."

It is not only the healthcare and patient service side of things that have benefitted from having OAISYS in place. It unexpectedly helped TELerhythmics come out on top in a general business dispute.

"We had a company that was going to rent a building from us," Callaway said. "They signed a lease, and we did almost \$100,000 in build out costs for them. At the last minute, they changed their minds." As a result, the issue ended up in a lawsuit. "What they said in court in the lawsuit was that per a phone conversation we had actually terminated the lease with them. Their lawyer presented this to the court and made these false allegations. You should have seen their face when our side got up in court and said, 'All calls are recorded, every single one of them.' It was a jury trial, and they awarded in our favor. I was so thankful to God we had that in place."

Callaway strongly advocates the advantages of OAISYS solutions in healthcare settings and sees particular potential for practices to use the technology in patient relations.

"I think physicians in particular can use the system the same way we use it but in addition for things like patient teaching and patient instructions," she said. "The ability for documenting verbal instructions to the patients is excellent. I would also think a physician would want OAISYS if they were talking to the patient at two o'clock in the morning. If there were ever any question, it could aid the physician in recalling exactly what was said."



To learn more about OAISYS, Tracer and Talkument, please visit our website at www.oaisys.com or call 888.496.9040.