

About Axium Healthcare Pharmacy Inc.

Axium Healthcare Pharmacy Inc. is a nationwide, privately held clinical specialty pharmacy licensed to operate in all 50 states. Based in Lake Mary, Florida, Axium specializes in providing physicians, patients, health plans and other healthcare providers with injectable and oral brand-name products as well as compounded pharmaceutical products. Its experienced patient care team is comprised of doctors of pharmacy, registered nurses, reimbursement specialists, and dedicated patient care coordinators who deliver the highest level of comprehensive care and clinical support with every prescription. Axium is the one-stop pharmacy solution for managing high-cost therapies. Its mission is to consistently exceed the needs and expectations of its customers and employees and create a compassionate, professional, clinical environment for its patients and physicians while delivering ongoing personalized care and unsurpassed customer service.

Mission: Grow the System and Improve Call Center Efficiency

Norbert Cointepoix, director of IT, identified the need for a business telephone system that would:

- Provide flexibility and scalability to grow with the company;
- Provide a smooth, cost-effective migration from an earlier Toshiba digital telephone system;
- Allow the company to have a mix of IP and digital telephones on the same system;
- Facilitate centralized remote administration for all locations;
- Expand and enhance the call center capabilities;
- Ensure that the call center meets regulatory compliance;
- Effectively handle nearly 20,000 incoming and outgoing monthly calls; and
- Support Axium's mission to continually improve service to their patients, physicians and health plans.

Cointepoix turned to American International Communications Inc. (AIC). AIC has been an Authorized Toshiba Dealer for more than 20 years and has offices in Florida, Georgia, South Carolina and Texas.

Jerry Inglima, president, and Shawn Strumlauf, communications engineer, both of AIC, recommended Toshiba's Strata® CIX™ IP business telephone system and Strata ACD call center solution to meet Axium's needs.

Solution: Strata CIX Exceeds Axium's Goals

Installed by AIC, Axium has a Toshiba business telephone system that consists of:

- A Strata CIX1200 business telephone system at the Axium headquarters in Lake Mary, Florida;
- A Strata CIX100 system at its Puerto Rico location;
- Strata Net, which connects all locations via IP;
- More than 120 Toshiba digital and IP telephones at the Florida location; and more than 25 IP telephones at the Puerto Rico location;
- Strata Call Manager soft phones at both locations;
- Strata ACD contact center solution with OAISSYS® Talkument® call recording solution and Insight Reporting;
- Strata MAS with Auto Attendant, Unified Messaging and other applications for a single server solution; and
- Network eManager® for centralized remote management of all systems.

Industry:
Healthcare/Pharmacy

Major Accomplishments:

- Networked remote location to headquarters over IP
- Improved contact center customer experience
- Provided ability to grow and expand system as needed
- Reduced long distance costs between locations
- Ensured strict government regulatory compliance
- Added remote management capabilities
- Provided unbeatable system reliability



From left, Shawn Strumlauf of AIC with Norbert Cointepoix and Luke Altenburg, both of Axium, helped create a Toshiba business telephone system that saved more than \$60,000 in the first year.



Luke Altenburg of Axium's IT team, seated, with Shawn Strumlauf of AIC at left and Norbert Cointepoix, IT director for Axium, is responsible for administrating the Toshiba business system, which processes more than 20,000 calls per month.

TOSHIBA

Leading Innovation >>>

Result #1: Flexibility and Scalability to Grow the System

With the ability to network multiple systems, Toshiba meets Axiom's goal of being able to grow the system as the company grows, including adding IP Phones in virtually any location — with or without a Toshiba system on-site — as well as new applications. Toshiba's flexible approach to solutions has enabled Axiom's IT team to choose the applications they need today on an "a la carte" basis. They can add or change applications at any time to meet their changing needs.

A Toshiba customer for more than 10 years, Axiom migrated from its previous Toshiba digital telephone system, which allowed it to keep and reuse its digital telephones as well as many station cards, line cards and other equipment. This resulted in a significant cost savings over buying an entirely new system and made good on Toshiba's promise to leave no customer behind.

Result #2: Enhanced Contact Center Capabilities

Axiom has a dozen ACD groups on its Strata ACD system, including bilingual patient care groups and certified clinical teams. The enhanced ACD system helps route the customers to the right group with the right language and right training faster than ever. With nearly 6,000 incoming calls and 14,000 outgoing calls every month, the Strata ACD solution delivers smooth call handling.

Using OASYS Talkument call recording solution, Axiom is able to review calls and train agents to ensure the utmost professional and courteous care of its customers. Using Insight Reporting, Axiom is able to improve the overall efficiency of the call center by tracking best practices for staffing and specialization. ACD reporting allows supervisors to review the call flow and helps them improve performance. Using the Wall Board, all the supervisors and agents can see how many calls are waiting, who's logged in, and more. Using Talkument and Insight Reporting are also important contributors to meeting strict regulatory compliance requirements.

Result #3: Remote Administration for More Control

Using Toshiba's Network eManager remote administration tool, Cointepoix's team can now remotely manage the entire telephone system from their desks. They can easily make adds, moves and changes remotely for both the Florida and Puerto Rico locations. Having Network eManager has also eliminated the need for a technician at the Puerto Rico facility, contributing to the cost savings.

Cointepoix's team can also troubleshoot system issues more effectively since Network eManager gives them complete control over the system. Having Network eManager ensures that they have immediate access to the entire system without having to wait for a service call or even to be on-site. They can even make changes from their laptops while they are on the go.

Bottom Line: Axiom Improves Customer Service While Saving More Than \$60,000 With Toshiba's Strata CIX

Toshiba's Strata CIX telephone systems have met Axiom's communications objectives, including:

- Growing the system while allowing the migration of existing telephones, station and line cards from an older Toshiba system, resulting in a savings of more than \$60,000;
- Enhancing call routing, recording, and reporting for the call center, resulting in improved customer service while meeting government regulatory compliance;
- Implementing remote management capabilities, which eliminated the need for a local technician in Puerto Rico, a significant annual savings; and
- Reducing long distance costs to and from the Puerto Rico location by using IP telephones and four-digit dialing, resulting in an annual savings of \$3,200.

"The call center is our lifeline to our customers. Ensuring the most caring and efficient customer service is a high priority for Axiom. Toshiba has helped us meet our goals of improving customer service with the Strata ACD call center solutions."

Norbert Cointepoix, Director of IT,
Axiom Healthcare Pharmacy



Norbert Cointepoix, Axiom's director of IT, uses Strata Call Manager, the same softphone solution used in Axiom's call center, to manage his calls and contacts.

"Thanks to Toshiba and AIC, we are able to give our customers the best possible customer service while saving on telecommunications costs and meeting government regulatory compliance requirements."

Norbert Cointepoix, Director of IT,
Axiom Healthcare Pharmacy

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