

### About Tri-City Cardiology

Established in 1980, Tri-City Cardiology is a medical practice that offers comprehensive services for diagnosis, treatment and prevention of heart and vascular disease (cardiovascular disease). It is widely known for its progressive and innovative approach to vascular services, heart and heart failure management. Its board-certified cardiology physicians are experienced and skilled in diagnosis, treatment and prevention of coronary artery disease, heart valve abnormalities, heart arrhythmias, high blood pressure, high blood cholesterol, peripheral artery disease and stroke. Based in Mesa, Arizona, Tri-City has five locations in the area, including clinics, administration and billing offices.

### Mission: Create a Reliable Telephone System to Handle 14,000 Calls per Month

Ken Frandsen, CEO; Missy Buhman, COO; and Laura Barnes, communications supervisor, identified the need for a business telephone system that would:

- Provide 24/7 reliability for all systems, with redundancy;
- Seamlessly network all five locations together;
- Allow the company to have a mix of IP and digital telephones on the same system;
- Expand and enhance the call center capabilities;
- Effectively handle 14,000 monthly calls;
- Facilitate remote administration for all locations; and
- Support Tri-City's mission to continually improve service to their patients, physicians and health plans.

Tri-City turned to Copper State Communications of Phoenix, Arizona. Copper State has been an Authorized Toshiba Dealer for more than 28 years.

Joe Radetich, major account executive of Copper State Communications, recommended the Toshiba Strata® CIX™ IP business telephone system and Strata ACD call center solution to meet Tri-City's needs.

### Solution: Toshiba's Strata CIX Exceeds Tri-City's Goals

Installed by Copper State Communications, Tri-City has a Toshiba business telephone system that consists of:

- A Strata CIX670 business telephone system at its headquarters in Mesa, Arizona;
- Strata CIX670 systems at its four other locations, also in the Mesa, Arizona, area;
- Strata Net, which connects all locations via IP;
- More than 265 Toshiba digital and IP telephones across the locations;
- Strata ACD contact center solution with Toshiba Strata Call Manager softphones, OAISYS® Tracer® call recording solution and TASKE 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/Cardiology Practice

#### Major Accomplishments:

- Seamlessly networked five locations over IP
- Delivered 24/7 reliability plus redundancy
- Improved the call center customer experience
- Provided the ability to accomplish more with fewer call center agents
- Ensured faster customer service via better call routing
- Enabled remote management capabilities



The Tri-City team is very pleased with their new Toshiba business telephone system that processes more than 14,000 calls monthly. Front row: from left, Jenny Mooney, Esther Holmes, and Missy Buhman. Back row: Ken Frandsen and Laura Barnes.



Joe Radetich of Copper State helped set up Toshiba's Network eManager that is used by Laura Barnes of Tri-City to remotely manage the Toshiba business telephone systems at all five locations.