

## Pharmacist Network Launches with Mitel Networks Remote Contact Center Solution

### CUSTOMER'S NEEDS

- Leading-edge, integrated contact center solution for a dynamic network of remotely located pharmacists
- A flexible solution that will grow with the business as well as the contact center
- Secure connections between remote pharmacists and the main system
- Cost-effective method of extending government-funded health line
- Easy-to-use, remotely manageable solution
- Sophisticated contact center management applications for efficient customer service

### SOLUTION UPGRADE COMPONENTS

- Mitel Networks 6100 Contact Center Solution with:
  - Mitel Networks 6110 Contact Center Management
  - Mitel Networks 6115 Interactive Contact Center
  - Mitel Networks 6120 Contact Center Scheduling
  - Mitel Networks 6160 Intelligent Queue
- Mitel Networks 6010 Teleworker Solution
- Mitel Networks IP Phones and Conference Units
- Mitel Networks 3300 Integrated Communications Platforms with embedded ACD
- Mitel Networks 6000 Managed Application Server

### RESULTS

- Enabled one of North America's first pharmacist networks
- Rapidly implemented state-of-the-art IP-based contact center
- Easily, quickly add new pharmacies to the network
- Ability to maximize contact center resources without the costs associated with over-staffing or under-staffing
- Easy, remote management of the entire system, via the web, from anywhere in the world



"We were just two pharmacists trying to change the world," laughs Joe Jacob, VP of JDS Healthcare, as he explains how he and his business partner created one of the first ever pharmacy networks in North America. They had never run a contact center, but they had a clear vision: utilize state-of-the-art telecommunications technology to link practicing healthcare professionals together.

JDS Healthcare's Pharmacist Network is now directly linked to the province's BC Nurseline, providing callers with valuable after-hours access to pharmacists when their medication-related questions are beyond the scope of nursing practice.

The Pharmacist Network is made possible with a Mitel Networks™ IP-based communication solution, which also provides JDS with its office communication system. Jacob explains, "Rather than taking limited human resources – the pharmacists – and placing them in a contact center, we take the technology to where pharmacists are already working."

### IP-Based Contact Center Enables a New Business Model

The Pharmacist Network is pioneering a new business model and way for pharmacists to work with health hotlines. "Our approach removes a lot of the challenges of traditional contact centers," Jacob explains. "To man a traditional contact center like ours we'd have needed four full-time pharmacists on staff, and at least five resources in total". But, he says, "With the Mitel Networks solution, we reduce costs considerably by not staffing a physical contact center at all. Instead we are able to take advantage of the availability of our pharmacist partners."



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# Customer Experience

## ➔ JDS Healthcare Experience

### ABOUT JDS HEALTHCARE'S PHARMACIST NETWORK

**Business type:** Network linking pharmacist partners into a drug information contact center

**Number of pharmacist partners:** 40 and growing

**Geographic area covered:** Vancouver Island and mainland B.C.; plans to expand to other provinces

**Previous phone system:** New installation

**Location:** Headquartered in Richmond, B.C. with pharmacy partners throughout the province

**Website:** [www.pharmacistnetwork.ca](http://www.pharmacistnetwork.ca)

*“Without a solution like Mitel Networks’, this contact center couldn’t exist. The Mitel Networks solution surpassed our expectations and raised the bar for all other solutions out there.”*

– Joe Jacob, Vice President, JDS Healthcare Corporation

After considering numerous other IP-based solutions, JDS Healthcare chose Mitel Networks for its ease of use, remote management features and ability to grow. “Other solutions we considered would have required us to hire IT staff to maintain the system,” Jacob remembers. “But we manage this solution ourselves and it’s incredibly simple. We can also manage it from anywhere in the world via the web, which we recently did when we were away at a conference for a week.”

The Pharmacist Network relies on the Automatic Call Distribution embedded in the Mitel Networks 3300 ICP, by which the pharmacy partners are categorized as primary, secondary or tertiary in the call chain. “Primary stores are not generally as busy and so they take more calls. If there is no answer, the system automatically logs-off that pharmacist and calls a secondary pharmacist, and so on.”

Jacobs adds that the 6110 Contact Center Management’s “reporting features are second to none,” and actually help manage the Network’s resources. “In a contact center, if you can’t measure it, you can’t manage it. Mitel Networks gives us incredible flexibility to capture information and report it in many ways.” These same features help JDS meet their service level agreements – and prove it - to the Ministry of Health.

### Growth Without Geographic Limitations

Already, the Pharmacist Network has seen growth, fielding more calls and incorporating additional pharmacy partners. “One of the benefits of the Mitel Networks solution is that it is so flexible,” Jacob explains. “We can continue to add to the phone system and to the contact center and increase the systems’ functionality as we grow both the business and the Pharmacist Network.”

For example, it’s a simple matter to add a new pharmacy to the fold. “It takes 15 minutes of programming and an additional handset to get a new pharmacy up and running on the system. And it doesn’t cost more than a phone and a few licenses – we just plug the Teleworker Solution into the pharmacy’s existing high-speed Internet access, be it DSL or cable.” They are now looking into expanding the Pharmacist Network to other provinces. “We can get a whole new province up and running on the Pharmacist Network very quickly.”

Because the Network deals with caller’s private health information, security was a priority. “We haven’t had a security problem and we don’t expect one,” Jacobs relates. “The Mitel Networks solution creates a virtual private network (VPN) between the phone at the pharmacy and the main system at headquarters.”

All in all, Jacob says, “There is no question that without a solution like Mitel Networks’, this contact center couldn’t exist. The Mitel Networks solution surpassed our expectations and raised the bar for all other solutions out there.”

**North America**  
(613) 592 2122  
1 800 648 3579

**Europe, Middle-East  
& Africa**  
Sales: 0870 9093030  
Int: +44 (0) 1291 430 000

**Latin America**  
(613) 592 2122  
1 800 648 3579

**Asia-Pacific**  
Tel: +852 2508 9780  
Fax: +852 2508 9232

[www.mitel.com](http://www.mitel.com)



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