



TRANSFORMING PATIENT COMMUNICATION WITH MULTI-BRANCH IP PBX IN HEALTHCARE SECTOR

About The Project:

In healthcare industry, effective communication is the backbone of patient care. Hospitals and clinics handle thousands of calls daily—from appointment bookings and test inquiries to emergency assistance. A single missed call could mean a missed opportunity to serve a patient or, worse, compromise critical care.

Traditional telephony systems often fall short in multi-branch hospital networks, where call management, monitoring, and seamless communication between locations are crucial. This is where IP PBX solutions for hospitals play a transformative role. They not only unify all branches under one system but also ensure zero missed calls, smooth scalability, and reliable connectivity—empowering healthcare providers to deliver consistent, patient-centric care.

This case study highlights **how a renowned eye hospital group in Kerala with eight branches revolutionized its patient communication system using an *astTECS multi-branch IPPBX solution.**

Customer Overview:

A renowned eye hospital group in Kerala with eight branches and a central head office was facing a critical challenge in managing patient communication. With thousands of daily calls for appointments and inquiries, the hospital needed a unified communication system to connect all branches seamlessly with the head office — while ensuring that no patient call went unanswered.

The Challenge:

Each hospital branch operated its telephony system independently, creating gaps in centralized communication management. Some of the key issues included :

- Retaining existing DID numbers to avoid patient confusion.
- Frequent missed calls at branch level, affecting patient trust and satisfaction.
- Lack of centralized visibility into call activity and follow-ups.
- Ensuring business continuity and call flow even during internet downtime.
- Need for a secure WAN connectivity between branches and the head office.

These challenges directly impacted patient experience and operational efficiency.

The *astTECS Solution:

To address the hospital's unique requirements, *astTECS deployed a centralized **IPPBX solution** at the head office and installed **astLITE PBXs** at each branch.

Key highlights of the solution:

- Retention of DID numbers for each branch, ensuring no disruption for patients.
- Local call handling with branch PBXs, ensuring continuity during downtime.
- Intelligent call forwarding—if a branch misses a call, it routes to the head office telecaller team.
- Secure WAN integration by the hospital's IT team to connect all branches to the central system.
- Intelligent call flow management—if a call to a branch DID went unanswered, it automatically routed to the head office telecaller team.
- Missed Call GUI dashboard at the head office for real-time tracking of unanswered calls.
- Comprehensive call recordings & custom CDR reports, empowering hospital management with actionable insights.

Implementation:

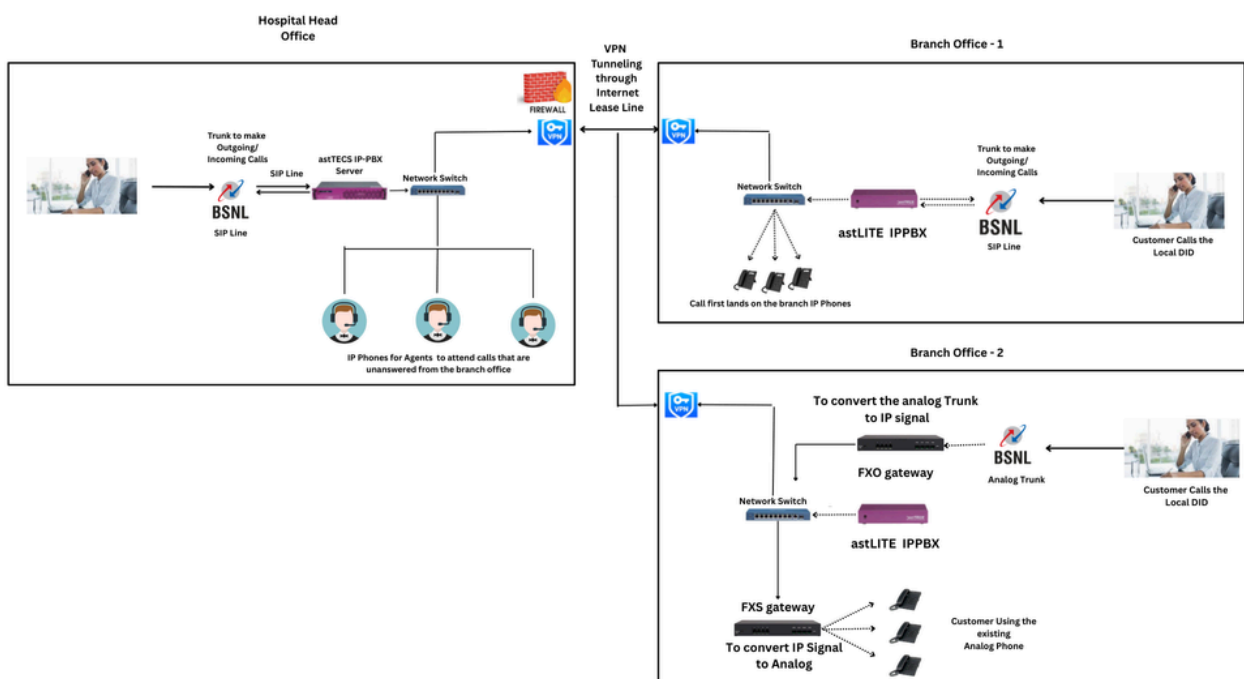
The project began with a thorough assessment of the hospital's telephony and network environment.

The following setup was implemented:

- astE100 IPPBX at the head office.
- astLITE PBX at each branch to manage local traffic and provide resilience during downtime.
- Integration of Missed Call GUI, call recording, and reporting tools.
- Staff training sessions for smooth adoption and minimal disruption.



Connectivity:



Results – Patient Communication Transformed

The impact of the solution was both immediate and measurable:

- **70% reduction in missed calls** — calls unanswered at branches were promptly handled by the head office.
- **Improved patient satisfaction** — every query received timely attention.
- **Consistent patient experience** through retention of existing DID numbers.
- **Seamless communication continuity** even during internet downtime.
- **Data-driven decisions** with access to call recordings and detailed reports.
- **Cost effective and scalable solution** to support future hospital expansion.

Success Where Others Failed

Before choosing *astTECS, the hospital had experimented with similar solutions from other providers—without success. What set *astTECS apart was its ability to combine IPPBX expertise with the hospital IT team's secure WAN infrastructure to deliver a robust and reliable multi-branch communication system for healthcare.

The result was a future-ready telephony solution that not only improved patient call management but also, streamlined operations, & a competitive edge in healthcare communication.

Conclusion – Building Patient-Centric Communication for the Future

With *astTECS IP PBX solutions for healthcare, hospitals and clinics gain more than just a phone system—they gain a patient-first communication backbone

The solution is not only robust and scalable but also tailored to the realities of healthcare—where responsiveness, reliability, and resilience are non-negotiable. By transforming telephony into a seamless, integrated system, *astTECS empowers hospitals to operate smarter, grow faster, and deliver exceptional patient experiences consistently.



Future Upgrades:

The hospital group is also planning to enhance the system further with:

- **PA System Integration** — A public announcement system that can be seamlessly integrated with the existing PBX.
- **CRM Integration** — Plans to provide CRM for the hospital so that calls as well as patient profiles can be managed efficiently, or integrate with their existing CRM/HMS.
- **Transcription** — Ongoing work to enable call transcription for improved record-keeping and analysis.
- **Nurse Calling System** — Integration of the IPPBX with the nurse calling system to further improve patient care and response time.



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