

VeraSMART Case Study

Healthcare provider upgrades to VeraSMART

“The VeraSMART® reporting system gives you everything you need in one place to create comprehensive, useful reports that can either be based on a template and scheduled for automatic delivery, or created on the fly and distributed on demand.”

Highmark Inc.

Highmark Inc., a non-profit corporation headquartered in Pittsburgh, Pennsylvania, offers healthcare products and services in 29 counties in Western Pennsylvania and 21 counties in Central Pennsylvania. Highmark is dedicated to its mission of providing “access to affordable, quality healthcare enabling individuals to live longer, healthier lives.” Reducing costs while delivering unparalleled medical care is an accomplishment that requires precise cost management tools and close attention to detail.

Call Accounting at Highmark

Labor and telecommunications are typically two of the largest expenses for any company. Therefore, any effective cost-cutting program must contain strategies to heighten individual accountability for productivity and manage telecommunications usage. In addition, Highmark’s internal auditing body mandates the tracking of telephone usage by its thousands of client support representatives.

To achieve these crucial cost-cutting goals and comply with its internal auditing requirements, Highmark’s western Pennsylvania offices implemented Avaya’s eCAS® Call Accounting system, developed by Veramark®. The western Pennsylvania offices used eCAS successfully for six years. The central Pennsylvania offices implemented a separate call accounting solution, developed by a Veramark competitor.

Upgrade to VeraSMART

In 2003 Highmark undertook a major telecom upgrade. Between September 1 and October 31, 2003, Highmark combined the Western and Central Pennsylvania offices into a single telemanagement system while simultaneously performing a major upgrade to their PBX system.

Because the Veramark solution had worked so well for them in the past, Highmark selected Veramark’s new totally Web-based, enterprise-level platform, VeraSMART, as their replacement solution to support its 17,000 extensions distributed throughout 14 sites. They have not regretted their decision.

According to Liz Bernhardt, Senior Voice Design Analyst at Highmark, the upgrade to VeraSMART Call Accounting went very smoothly. “Throughout the whole implementation process,” Liz explained, “we received the same high quality of service and support we have learned to expect from Veramark. The few minor glitches that did come up were quickly resolved by Veramark’s knowledgeable and responsive technical support staff.”

Response to VeraSMART

According to Liz, the new Web-based platform is very user-friendly and intuitive. She particularly appreciates being able to access the system from any computer in the network, and “loves” the Web-browser interface and multi-user access. She says the report templates are easy to set up and access, and that she currently uses VeraSMART’s EZ-Burst® distribution tool to send monthly reports to more than 700 people.

Liz further explained, “The VeraSMART reporting system gives you everything you need in one place to create comprehensive, useful reports that can either be based on a template and scheduled for automatic delivery or created on the fly and distributed on demand.”

When asked about company reaction to the new system, Liz answered, “Report recipients tell me that the new reports—which I find easier than ever to



produce and distribute—are nicely formatted and easy to read. They also say the new reports give them the information they need.

Given the tremendous amount of positive feedback I have received, I'd have to say our new VeraSMART Call Accounting system is a huge success.”

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