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We are an ophthalmology practice with 2 MDs plus optometrist facilities offering broad service capabilities and specialization in cataract, retina, glaucoma, cosmetic, and refractive surgery. The partnership owns and manages practices in 2 locations in the San Jose / San Francisco mid-peninsula (NoCA) area.

We began our business in a single office location in San Jose. We included a Kelkom communication system in this office plan because we saw one in use at a dental office – Cool! - because the office has seven treatment rooms with a high patient load. We chose a Kelkom communication system because of its quick and clean approach displaying the communication information.

In 2009 we decided to build a new additional office in the mid-peninsula market to triple the eye exam capacity and to add an out-patient, 2000 sq-ft eye surgery center.

We slated a 3-year project schedule including time to reevaluate how we would manage the back office workflow. Based on our experience with Kelkom in our smaller office, we knew we would require a dedicated workflow communication and management system. That said, we expanded our inquiry with the help of surgery center design consultants and EMR suppliers.

Our comprehensive review of these various products led us back to the purchase and installation of an advanced feature version of Kelkom's dedicated network wired workflow communication system.

## **Approach**

Since we already used Kelkom, we felt we had a leg up in experience to review other communication solutions. We intentionally set about to review new technology products that we could add into our IT-based clinic.

Our business objective was to primarily reduce unwanted commotion as we managed patient visits. We know that commotion not only disrupts the patient experience, but it also takes staff time away from delivering services and effects overall patient experience. We are also aware of the negative impact to revenue production this commotion causes.

As we did for our first office installation, we solicited recommendations from equipment suppliers, and specifically EMR applications vendors. With the help of our IT consultant, we determined that the software application products' approaches to communication were limiting and time consuming to use. Similarly, our communication needs are well beyond "patient ready" messages supported in these products. This led us to focus on hardware systems.

Our surgery center design consultants offered up their own recommendations. The hardware systems aside from Kelkom seemed to be older technology, but we found a second candidate to Kelkom. Further review left us unimpressed due to either a limitation in features.

The reasons relate directly to ease of use, and poorly implemented communication and messaging approaches.

We chose the new digital Kelkom system with advanced workflow control & page messaging.