Case Study

Virtus Health

CCNA prescribes the solution to simplify Virtus Health's phone systems

CCNA

Virtus Health is a global leader in assisted reproductive services and is Australia's largest IVF provider, proudly helping over 5,000 people start families each year. While founded and publicly listed in Australia, the company's global reputation has seen the expansion of Virtus Health internationally, with clinics in Singapore Europe; the UK, Denmark and Ireland.

While IVF is what they are most known for, IT Infrastructure Manager Arron Pitman explained the broadening variety of additional health tech services Virtus Health provides: 'IVF is probably the main tenet of our business in Australia. We also have a specialist diagnostics unit where we're doing things like genetics, molecular and cytogenetics, and genomics testing and we also operate a number of day hospitals.'

The Problem

The company has grown, which enables the purpose-driven organisation to provide their invaluable services to more potential families. While this growth is positive for purpose, it has caused many issues with their systems and infrastructure. Virtus Health's rapid growth consisted of acquiring and amalgamating additional clinics and companies into their organisation. Each with its own complex and integrated systems, which has ultimately led to an increasingly siloed infrastructure.

Arron elaborated on this issue relating to the growth that has existed since the company's inception, 'We grow by acquisition largely, the company was even formed by an amalgamation of existing companies. What that gives us in terms of an IT infrastructure is basically a largely siloed infrastructure with disparate systems and different locations… different blobs of infrastructure all over the place and specifically, with telephony. We have lots of individual telephone systems, all with very different configurations and connectivity features.'

Virtus Health had pinpointed the organisation's primary pain point as telephony and associated systems, with a reliance on a variety of old legacy systems like fax machines. Arron explained their need to find someone who could 'essentially centralise us into a single system to reflect the organisational structure of Virtus Health better. And also to basically flatten the configuration as best we could in order to simplify it for efficiency gains and cost savings.'

Australia's largest IVF provider, proudly helping over 5,000 people start families each year.

CCNA Finds The Cure

Fortunately for Arron and the team, Virtus Health knew whom to call.

'The CCNA relationship actually predates myself being at the company, and I've been at the company seven years. Fundamentally, they have always provided detailed knowledge in helping us with our complete haystack of a system. They were the only partner with the capability and the knowledge actually to help us unpick the hairball that it was,' Arron shared.

Once they engaged with CCNA, a clear vision of the project was outlined from the beginning to ensure tangible outcomes for Virtus Health, and their issues were realised.

The project was broken down into clear stages to ensure the complete picture was assessed and solutions effectively implemented:

Untangle

The amalgamation of smaller clinics and companies during its growth has left Virtus Health with an elaborate list of different legacy telephony systems spread out across the organisation. Untangling this legacy puzzle and auditing each was paramount to realising future cost savings and efficiency gains. 'A lot of the phone lines that we had, and we're paying for, we really didn't need,' Aaron noted.

Eliminate

The complex networks of phone lines and legacy systems were reliant on costly copper-based telephone solutions. A primary objective for the project was finding a copper-free answer for Virtus Health moving forward to eliminate these expensive legacy services. Additionally, by unifying all their different telephony systems across the organisation, CCNA identified further inefficiencies and expenses that could be eliminated.

Transform

Eliminating the costly old systems meant an efficient unified digital telephony solution would need to be effectively implemented to replace the numerous legacy systems. The SIP/VoIP solution would also need to be integrated into the legacy telephony assets and systems currently operated by Virtus Health.

Secure

CCNA was tasked with securing the organisation's Australian telephony network to ensure the customer service was available regardless of the situation. The new centralised telephone system would be secure and resistant to potential faults and ensure the organisation could resist the impact of a crisis or disaster.

The Outcomes

CCNA actioned the project according to plan, ensuring close attention to technical detail as well as a strong focus on addressing Virtus Health's needs was maintained throughout. The outcomes in each facet of the project provided tangible value for the business, and can be seen as follows:

Untangled

Virtus Health's complex entanglement

of different legacy telephony systems was analysed and then audited and the fundamental inefficiencies and unnecessary expenses identified across the organisation. The vast quantity of copper-based lines with continual costs for Virtus Health was a significant item targeted through this auditing that led to immediate cost reductions.

Transformed

The answer to the inefficiencies and cost pain points uncovered through the audit process led to the implementation of a centralised SIP delivery model. The new VoIP/SIP centralised delivery model replaced the numerous legacy systems used across the business' Australian network. Virtus Health now uses a unified telephony system under one organisation-wide account, eliminating additional administration and cost inefficiencies and ensuring a streamlined contact centre service.

Eliminated

Eliminating inefficiencies led to unifying all of

Virtus Health under the one telephony system. The reduction in time spent juggling all these accounts immediately led to significantly lower administrative overhead. The new digital system also ended Virtus Health's reliance on copper lines, another significant operational cost-saving outcome. Arron estimates the project made Virtus Health's operations 'in the region of 30 to 40 percent cheaper.'

Secured

A new fault-tolerant SIP telephony system was

implemented. Cloud backup and disaster recovery were incorporated into the new system to ensure Virtus Health phones will always be online, with staff able to access critical data and applications even during a significant internal crisis or external disaster. This backup and disaster recovery solution for Virtus Health ensures their contact centre and telephony resources are available from a secondary secure data centre location to rapidly route inbound calls to a second contact centre if necessary.

About CCNA

Converged Communication Network Applications Pty Ltd (CCNA) delivers leading technology solutions and services within the Enterprise, Government, and Carrier market place. The innovative design, development, and implementation of converged communication network applications are our core area of expertise. Our approach is to provide our customers with a flexible outcome-driven road map to their technology needs.

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