

CASE STUDY:

Software - Primary Health

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The Brief

HCN wanted to optimise their existing medical practitioner software with fully integrated SMS reminder functionality, allowing SMS messages to automatically be sent from an existing appointment database. Using this feature, medical practices will have the ability to automatically remind patients of their up-and-coming appointments.

The Solution

Optus/redcoal provided HCN with an end to end SMS solution. This included a free trial provisioning website allowing Doctors to trial the service for free, an SMS API and COM object to integrate SMS functionality into their existing Blue Chip and Pracsoft products as well as access to the SMS Gateway and a billing platform. Doctors or practice staff can trial the SMS feature for free, purchase SMS messages via credit card and manage their account over the web.

Benefits and Results

HCN

- New revenue stream based on SMS revenue share arrangements.
- Easy integration and deployment.
- Minimal commercial risk (Low upfront expenses).
- Minimal technical risk through use of a proven platform.

HCN Customers

- Cost saving as a result of less "no-shows"
- Reduced fixed line to mobile communication costs.

The Optus/redcoal Difference

Recognising the scale of the deployment, Optus/redcoal solutions consultants worked closely with HCN to identify the key requirements of implementing a future proof SMS solution. Based on extensive consultation, Optus/redcoal identified the following key requirements:

- Seamless billing integration: Providing customers with the ability to trial and purchase SMS via credit card from within the HCN software without directing to non HCN web pages.

- Customer support: Providing HCN with the ability to support their existing customer base. This was achieved through a fully customised support interface that allowed HCN staff to access customer details.

Throughout the implementation of the SMS solution, Optus/redcoal consistently engaged HCN to ensure that as new requirements emerged, Optus/redcoal was in a position to accommodate these changes. As a result of this ongoing consultation, Optus/redcoal ensured the optimum project outcome.

About HCN

Health Communication Network (HCN) is the leading provider of clinical and practice management software for Australian GPs and Specialists. HCN's head office is located in Sydney, with satellite offices in Bundaberg, Perth and Melbourne. The company has a staff complement of 120, employing the industry's largest software and customer service teams, dedicated to the development and support of new and enhanced products for Australia's health care sector. Annual turnover for HCN is approximately \$30-million AUD and the company is a subsidiary of Primary Health Care Limited.

About redcoal

redcoal is SingTel Optus' Australian provider of the following mobile solutions for their corporate & government and SME channels:

Mobile Messaging – Desktop SMS, APIs & custom solutions
SimPoint - Location based, field force management tools
Mobile Directory

FOR MORE INFORMATION CONTACT YOUR OPTUS ACCOUNT MANAGER OR SPEAK TO REDCOAL DIRECTLY.



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