

Healthcare Application Case Study

A major non-profit healthcare organization owned by dozens of New York's top hospitals and medical centers, offers a variety of government-sponsored health insurance programs including Medicaid, New York State's Child Health Plus, Family Health Plus, Healthy New York, and Medicare. With a network of over 20,000 doctors and specialists throughout New York City and Long Island, this healthcare provider continually faces the challenges of managing a distributed workforce.

THE CHALLENGE

As a non-profit healthcare provider, the entire organization frequently looks for ways to improve retention of staff. When employees working in medical management requested the option to telecommute, the organization leadership was willing to consider it, knowing many companies save money by enabling employees to work from home. Additionally, when key employees wanted to move outside of the state, the organization faced a similar challenge: How could all the management and employee teams still connect without expensive travel for face-to-face meetings?

THE SOLUTION

A variety of conferencing services offered simple solutions. Through the use of Automated Audio Teleconferencing, employees were able to work in cities across the country from Las Vegas to Florida. Employees were able to keep abreast of changes to policy and procedure in the department through regular organization-wide conference calls and online events. Employees enjoyed effective team collaboration made possible using online meetings because they were able to work on a much more flexible schedule, enabling them to be with their family when needed. The program was so successful that now nearly 90 percent of employees on the medical management team telecommute.

THE BENEFITS

An immediate benefit from utilizing conferencing services to enable employees to telecommute included saving workers approximately \$15,000 annually in office-related expenses, business appropriate attire, transportation costs and daily food expenses. The additional key benefits included the ability to retain key employees who chose to relocate, and the increased job satisfaction of many employees who are able to realize an improved Work-Life balance due to significant time saved and quality of life improvement realized with telecommuting.