

## CASE STUDY



### PARKLAND HEALTH & HOSPITAL SYSTEM

#### A LOW MAINTENANCE, HIGH PERFORMANCE SOLUTION

Parkland Health & Hospital System has provided community healthcare services to the residents of Dallas County, Texas, since it was established in 1894. Today, Parkland remains one of the busiest public hospitals in the nation, with more than one million outpatient visits each year.

The new 2.8 million square-foot Parkland campus — which opened in August 2015 — is part of the Dallas County Hospital District and serves as the primary teaching hospital for the University of Texas Southwestern Medical School. It is nationally recognized for its specialty medicine areas, including epilepsy treatment, arrhythmia management, and diagnostic cardiology. The trauma and burn centers are internationally renowned, and Parkland Health & Hospital System employs over 11,000 people. The new Parkland Memorial Hospital features 862 single-patient rooms, and is located near downtown Dallas with connections to multiple outlying health centers and school-based clinics. The facility prides itself on providing its customers with the highest level of care, right down to how it handles incoming phone calls.

#### ACCESSING OVER TWO MILLION CALLS PER YEAR

“A good call recording system is a must,” states Prentiss Wright, director of Call Center Operations. “Parkland requires a solution that allows a high volume of calls to be recorded. More importantly, the call recording system must allow quick call retrieval regardless of the agent’s station location.”

HigherGround software provides the ability to access call recordings quickly by using a variety of factors and fields such as the agent’s name, station extension, date and time of call, and the caller’s phone number.



## Parkland

Parkland Health & Hospital System first opened its doors in 1894, and is now one of the largest public hospital systems in the country.

**1 million**  
OUTPATIENT VISITS  
ANNUALLY

**6,000**  
CALLS PER DAY

- Level I Trauma Center
- 2nd largest civilian Burn Center in the U.S.
- Level III Neonatal Intensive Care Unit
- 20 community-based clinics
- 12 school-based clinics
- Numerous outreach and education programs
- Primary teaching hospital for the UT Southwestern Medical Center

## EXPANSION

After three years of operating a successful nurse advice line, Parkland's Call Center Operations Department assumed the additional responsibility for the PBX hospital operator functions. "It brought on a plethora of new issues. The biggest challenge was taking on a large volume of calls with the same number of agents and an already tight budget, without increasing caller wait times," says Wright. A unique approach was put into action — non-clinical agents were cross-trained to take operator calls as well as the nurse advice line calls. The role of the nurses was later expanded to provide back-up call coverage for the operators. Today, the call center staff handles more than 6,000 calls per day — with more than 500 of those coming in on the nurse advice lines.

The innovative call center model has proven very successful. The call abandonment rate is consistently less than 10% with a less than 18 second average speed of answer, for non-emergency calls. Callers are given direct access to knowledgeable professionals who can provide valuable information or are quickly referred to the appropriate resources within the Parkland Health & Hospital System.

## IMPROVING CUSTOMER SERVICE

Parkland's Call Center Operations Department adheres to a comprehensive Quality Assurance Program. To achieve Parkland's QA objectives, Wright incorporated HigherGround's Agent Scorecard feature for agent evaluation and performance management. . Additionally, the review of archived recordings provides agents with training for best practices on situations that require immediate and accurate responses.

Parkland upgraded its system to further expand its capabilities, allowing more detailed feedback to agents. The Screen Capture feature allows supervisors to see what agents are doing on their computer screens at any point in a call. It's almost like sitting next to the agent when a historical quality audit is done.

In addition to improving agent performance, the ability to view an agent's navigation through fields and screens has also led to improvements in the triage software application they use, resulting in improved ease-of-use and efficiency.

"As the first point of contact with Parkland Health & Hospital System for many customers, we are extremely proud of the high level of customer service we provide to our community. When the initial interaction is a positive experience, it leaves a very good and lasting impression among the population we serve."



**“When the initial interaction is a positive experience it leaves a very good and lasting impression.”**



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DECISIONS  
WITH CONFIDENCE.**

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