



# Standardizing Physician Practice Communications

## Case Profile

### Health System

Piedmont Healthcare

### Location

Greater Atlanta Area, Georgia

### Implemented Solution

PerfectServe Answering Service

### Integrations

Epic, Rauland Borg, Nuance, Skype

Founded in 1905, Piedmont Healthcare is a private, not-for-profit organization with 800 locations serving 2.5 million patients across Georgia. Piedmont is known as a leading health system in the treatment of heart disease, organ transplantation, and cancer care with 11 hospitals, 27 urgent care centers, 34 Piedmont QuickCare locations, 555 Piedmont Clinic physician practice locations, and more than 2,300 Piedmont Clinic care team members and staff.



## Challenges

Piedmont expanded through the acquisition of multiple hospitals and group practices, inheriting a large portfolio of third-party answering service vendor contracts—each with different fee structures. With more than 550 physician practices across its system, Piedmont leadership realized its vendor inconsistency was unsustainable and was beginning to negatively affect clinical efficiency, provider satisfaction, and patient experience.

## Solution

Piedmont began the request for proposal process by vetting potential platforms with the ability to consolidate the inherited systems and reduce their overall vendor footprint. PerfectServe was selected to provide Piedmont with a comprehensive answering service solution to reduce its vendor footprint and streamline communication through custom workflows, timely escalation policies, and around-the-clock patient access.

“PerfectServe has improved our clinical response time, ensured HIPAA-compliant communication, and saved money by converting variable expenses to a lower, fixed cost.”

– Ryan Bowcut

Executive Director of Operations, Piedmont Healthcare



21% cost reduction.



Improved clinical efficiency.



Increased provider satisfaction.



Streamlined patient experience.

## About PerfectServe

PerfectServe's unified platform for clinical communication and collaboration helps physicians, nurses, and care team members improve patient care. The [PerfectServe](#) and [Telmediq](#) solutions automate communication-driven workflows, eliminate non-clinical tasks, promote nurse mobility, and engage patients in their own care, resulting in quicker time to treatment and enhanced patient safety. The [Lightning Bolt](#) provider scheduling solution automatically generates optimized shift schedules to reduce burnout and increase patient access.

PerfectServe's scalable, cloud-based solutions allow **135,000 physician users** and **230,000 nurse users** to focus on delivering the best care experience for more than **20 million patients** every year. Headquartered in Knoxville, Tennessee, PerfectServe has been impacting healthcare delivery since 1999.

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## Implementation

Some of the providers acquired by Piedmont were happy with their pre-existing answering services, but many more were unsatisfied due to operator error and inconsistency. Piedmont needed to standardize systems to control costs, help their providers communicate reliably, and create a singular experience for patients.

Piedmont began to evaluate communication platforms using four main criteria:

1. Functionality to address stakeholder needs and goals.
2. Ability to provide an enterprise-wide contract, service agreement, and fixed monthly costs.
3. Scalability to meet Piedmont's corporate expansion.
4. Capacity to facilitate best practices by eliminating manual steps, streamlining communication workflows, meeting service quality metrics, ensuring HIPAA compliance, and improving patient and provider satisfaction.

## Results

By implementing PerfectServe's Answering Service solution, Piedmont's previously innate issues began to dissipate. PerfectServe empowered Piedmont providers to easily communicate and share information without compromising PHI. Non-urgent messages were held until the next working day so providers would no longer be interrupted in the middle of the night for routine issues. Providers' personal caller ID numbers became masked when calling patients. On-the-fly call schedule changes were enabled through the app and when providers were called into surgery unexpectedly, their calls could be rerouted to the covering provider.

## Conclusion

Today, PerfectServe's automated Answering Service solution is the standard for Piedmont Healthcare's group practices. It eliminated much of the human error, reduced communication cycle times to expedite care, facilitated more efficient patient-provider communication, cut costs on disparate vendors, and improved both patient and provider satisfaction.