

*Francis E. Parker Home*

## The Francis E. Parker Home

### Challenge

In 2004, Parker Home's then recently appointed human resources director voiced a critical need to ensure that 'gold standard' care remained a valid claim for Parker Home. Norm Hale, who is Parker Home director of operations, recounted what his new colleague pointed out: *"She challenged us to come up with an advanced communication system with rapid and flexible access and users in control."* The importance of this, Hale added, was that Parker Home then, as today, had role-model stature in the long-term care sector, and the old key system with paging was out of step with progressive, responsive resident care.

In health care, Hale noted, *"seconds can mean lives."* A nurse, physician, social worker, technician or clergyperson may be needed without delay, but when they weren't at their phone at a fixed location, a common occurrence, minutes might pass to locate them. Even by resorting to frequent overhead pages, critical time may have elapsed. Certainly resident comfort and confidence was compromised every time.

*"I was attracted to the Avaya IP wireless solution when I saw it demonstrated in a world class medical center,"* Hale said. *"Once the Parker Home management and board saw the system demonstrated, they were sold, just as I was."* But Hale knew his next challenge would be to win acceptance for technology no one there had handled before.

### Solution

The heart of the revitalized Parker Homes' Intelligent Communications solution was four interconnected Avaya IP Office systems to replace an antiquated key system. Avaya VoiceMail Pro provided messaging for each of the four systems. Digital desk sets included flexible units for concierge stations with other units in staff offices, doorways, and activity rooms. For Parker Home critical staff who frequently work away from a fixed location (about half of them), the new system deployed Avaya Wireless handsets — 35 Avaya WiFi hip-borne handsets with four-digit dialing, some equipped with push-to-talk. Headsets were used on many units. On the application side, the IP Office systems were linked to the Nurse Call emergency response system, to

the paging system (still serving an occasional broadcast role), to Phone Manager Pro linking to data such as residents' family and physician information, and to a call accounting system by Veramark, a member of the Avaya DevConnect program. Staff from Avaya Global Services was primarily responsible for the implementation, supported by Avaya Authorized BusinessPartner, Catalyst, for project coordination, and by Heinz Corporation for access point engineering.

### Results

- Faster staff responsiveness.** The Avaya wireless handset's payoff was almost measurable in shoe leather. Nursing staff no longer had to run back to their offices to take calls; call-backs were reduced by more than 80%. Floor nurses could now take calls without moving an inch. Functional specialists anywhere in the four linked facilities could be summoned instantly.
  - The number moves with the WiFi phone, so a staff member can go to Parker Home's other site and remain reachable as before.
  - Potentially, loaner WiFi units to visiting physicians or to the patients can add efficiency and safety to care.
- Uniformity and confidence in coverage.** Heinz Corporation access point engineering helps assure ubiquitous coverage in the linked facilities. Users can be reached in the basement and to the fringes of the parking area.
- Finer-tuned broadcast messages.** Push-to-talk served as a mini-broadcast feature enabling users to

urgently reach critical helpers, predefined by each user within the Avaya wireless handset.

- **More peace and quiet.** Disruptive general pages, once estimated at 50 per work day, diminished to an average of two, enhancing the atmosphere for residents and reducing irritation to the many for whom a page was not intended.
- **Investment extension.** Norm Hale defrayed the investment needed for advanced voice communications by adding telephony services and wireless access points to the IP infrastructure already in place for data communications.
- **User acceptance.** Without exception, Parker Home staff praised the wireless voice system and the capability for four-digit dialing. Avaya and partners provided structured training. Routinely, the small Parker Home data team – accessible by WiFi – has addressed user questions as they arise.
- **Added revenue stream.** Call accounting software on the IP Office system enabled Hale to allow assisted-living residents to subscribe to telephone service via the Parker Home enterprise network. The

price for the user is lower than that of service-provider private lines, and the revenue is a value-add for Parker Home.

- **Cost reduction.** Sixty percent fewer staff needed employer-paid cellular service. Staff concierges who were once heavily occupied locating called individuals now spend more than 90 percent of their time on administrative tasks.

## Applications and Services

- Avaya IP Office (406 and 412 models, two each)
- Avaya VoiceMail Pro
- Avaya 5410 Digital Telephones
- Avaya 5420 Digital Telephones
- Avaya 5402 Digital Telephones
- Avaya WiFi 3616 and 3626 Telephones
- Phone Manager Pro
- Veramark Call Accounting System
- Avaya Global Services
- Heinz Corp. access point engineering

## ABOUT DEVCONNECT

The Avaya DevConnect Program provides a wide range of developer resources, including access to APIs and SDKs for Avaya products, developer tools, technical support options and training materials. Registered membership is free to anyone interested in designing Avaya-compatible solutions. Enhanced Membership options offer increased levels of technical support, compliance testing, and co-marketing of innovative solutions compatible with standards-based Avaya solutions. To learn more, or register for membership, please visit [www.avaya.com/devconnect](http://www.avaya.com/devconnect).

## Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or a member of the Avaya Authorized BusinessPartner program, or visit “**Do Your Research**” at [www.avaya.com](http://www.avaya.com).

## ABOUT FRANCIS E. PARKER HOME

The Francis E. Parker Home in New Brunswick and Piscataway, New Jersey, which marked its 100th year in 2007, enhances the lives of seniors by providing a ‘gold standard’ of residential care, fostering the development of relationships, and promoting an engaging and sociable lifestyle. Parker Home’s 232 staff members care for some 200 residents with a wide range of needs, on four properties (three connected, one a short distance away). Assisted living suites were recently added. Parker Homes, long a leader in developing innovative ways to meet the physical, social, and spiritual needs of its residents, is now also a leader in the use of advanced communications for responsive resident care. For more information, visit <http://www.francisparker.com>.

## ABOUT VERAMARK

Founded in 1981, Veramark Technologies, Inc., is the world’s leading provider of call accounting and telecommunications solutions. Headquartered in Pittsford, NY, they also have west coast operations in Thousand Oaks, CA, and maintain a nationwide presence of business development managers and client support personnel. Their totally web-based, next-generation telemanagement software raises the bar for telecom software performance standards. Veramark trades under the name VERA.OB on the OTC market. For more information visit, [www.veramark.com](http://www.veramark.com).

## ABOUT AVAYA

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

For more information please visit [www.avaya.com](http://www.avaya.com).