



# Progressive dental group selects ADX and Cisco to enhance communications

## Customer Profile

Towncare Dental Group, LLC, headquartered in Miami, Florida, is a care provider that manages over 30 dental offices throughout the state.



## Situation

Towncare Dental Group, LLC, was formed by a group of general dentists and specialists to offer patients an unparalleled commitment to total oral health care. Unfortunately, its outdated phone system couldn't support the group's needs or vision, and was growing increasingly costly to maintain.

"Each of our 30 offices had multiple telephone lines and required the support of several vendors to remain functional, resulting in high communication costs across the board," says Joe Rodriguez, systems director, Towncare Dental Group, LLC. "Communication between offices was inefficient and often halted operations.

"Additionally our missed-call rate was becoming exceeding high, which in turn prevented us from expanding our customer base and inhibited business growth. We knew an advanced communication solution would not only help our business and patient care, but also help distinguish Towncare in a competitive industry."

## Solution

Towncare turned to ADX Technologies, Inc., in Coral Gables, Florida, to implement an advanced Cisco communication solution. Founded in 1995, the Cisco Premier Certified Partner with a Cisco specialization in Advanced Unified Communication proposed a solution to enable Towncare to route calls to offices based on patient location and employee availability.

ADX began the one-month implementation in January 2007, installing Cisco Unified Communications Manager. The powerful call-processing component of the Cisco Unified Communications solution provides Towncare reliable and scalable voice, video, mobility, and presence services. Further, the solution's Meet-Me Conferencing application enables Towncare to quickly and easily schedule conference calls to improve collaboration.

ADX also installed a Cisco wireless solution including Aironet 1200 Series Access Points to provide voice and data connectivity throughout offices. Additionally, ADX implemented Cisco 7900 Series Unified IP Phones designed for high-volume phone traffic and giving Towncare employees reliable and secure access to voice and data communications.

Finally, ADX secured the entire solution with a Cisco 5500 Series Adaptive Security Appliance (ASA). Designed as a key component of the Cisco Self-Defending Network, the Cisco ASA 5500 Series provides intelligent threat defense and secure communications services that stop attacks before they could impact Towncare's business continuity.

## Results

Towncare now enjoys the many advantages of its ADX-implemented Cisco solution.

"We're seeing tangible benefits throughout our organization and with our patients," says Rodriguez. "We've become more efficient in our corporate office and can now more quickly respond to patients and other offices, routing calls with simple four-digit dialing to the right person the first time. And we're able to securely transmit and receive dental images and move appointments with related patient information to and from any of our locations, greatly improving patient convenience and satisfaction.

"In terms of cost advantages, we've cut our telecommunication-provider costs in half. Our productivity gains have increased by about \$6,500 per month, and we're driving revenue by answering every patient call. We'll also expand on our call center capabilities with outbound marketing efforts, which will further add to our ROI."

Rodriguez concludes he and Towncare are happy with ADX and Cisco and that the new solution is helping improve business, customer service, and competitive differentiation.

"From the beginning ADX and Cisco have been integral in helping us realize our vision of extending our leadership in the dental industry," Rodriguez says. "We'll continue to partner with them as our needs grow and evolve."

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