

TheInterwestCommunicator

The semi-regular primer on connectivity and how your business will be so much better after learning what we can help you with.



Letter from the Owner

The summer has begun, and things are really looking up.

We have opened a new branch office in Kennewick to better serve our customers in South Eastern Washington, Oregon, and Idaho. It is exciting to watch our company grow, and our team has done a great job stepping up to the task. This move couldn't have happened at a better time. Economic Stimulus money is pouring into the Tri-Cities area; almost 2 Billion dollars is being spent by the Department of Energy to create some 4,000 more jobs. This will no doubt be a benefit to us, and hopefully will help our sales team get off to a strong start.

The construction markets appear to be opening up again in Washington. We had experienced a substantial slow down in structured cabling project opportunities over the past 6 months, and it's great to see that commercial construction jobs are beginning to stack up in the regional plan centers.

Interwest attended the Tri-Cities Expo last month in Kennewick. It was our first trade show as a company. Our new booth was well designed, and the show was a lot of fun. We are looking forward to attending more shows this year to showcase our new NEC telephone system products.

We have some great promotions listed in the back of this newsletter to make purchasing decisions easier for you this summer. If you already have an NEC system, and are interested in trading-up to one of our new platforms, now is the time to buy. Give one of our account managers a call to find out more!

Thank you,

-Aren Magnussen

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Communications Training

Unified Communications

Interwest offers unique converged communications services that bring all of your communications tools together to help you communicate more effectively. Unified Communications has changed the way people communicate, integrating voicemail with email, and providing powerful call management applications for your office PC.

Our Unified Communications for Business package gives you all of the same phone functionality (i.e. answering calls, holding, transferring, conferencing, etc.) that you traditionally accomplished by pressing buttons on your phone, on an easy to use PC application. This application gives you the ability to set your "presence profile." For example, if you are going to be in a meeting and don't want to be disturbed, change your presence profile to "in a meeting." This will forward all of your calls to your voicemail box, and play callers a specific message letting them know your status, and when you plan to be back at your desk. These user friendly applications increase productivity, efficiency, and improve the overall quality of your company's customer service.

We have an awesome demo kit available to anyone who is interested in learning more about VoIP technology. Give us a call and we can schedule a demo either at your office or ours.

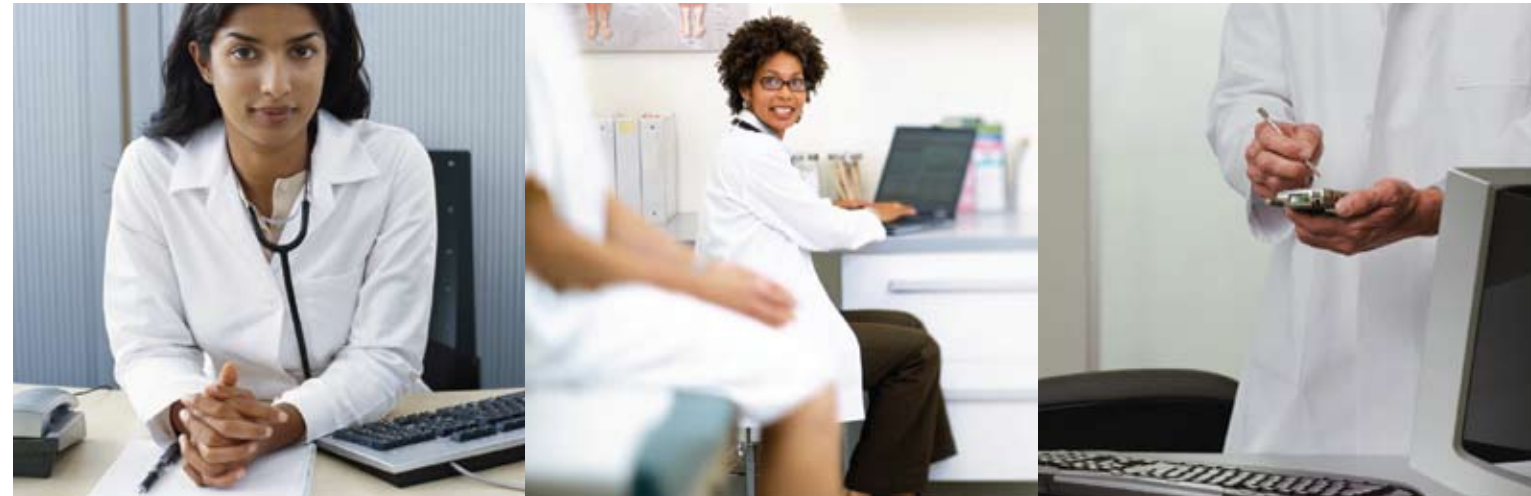
Employee Spotlight



Jill Courtney

Jill is without a doubt our most well-known team member in the Wenatchee area. She has been with Interwest for over 15 years, and we are lucky to have her. She has over 30 years of industry experience, and is certified on our voicemail products and many of our other NEC phone system platforms. Her role at Interwest consists of sales engineering and support, customer training, and technical support. Jill is as much of a technician as any of us, and we can always count on her to work late nights with us during phone system cutovers, and to take care of much of the programming involved with a system installation. We are fortunate to have such a great support person on our staff, and our customers are as well.

NEC Product Showcase



Automated Message System

Automated Appointment Reminder – A Prescription for Healthy Profits

On average, patients miss between eight and 20 percent of their appointments. This leads to either reduced office income, or double booking, which results in long patient wait-times. The key to reducing no-shows is calling patients a day before to make sure they intend to keep their appointments.

The Solution That Pays for Itself

NEC's Automated Message System helps medical and dental practices reduce no-shows and staff overhead while improving patient flow. The AMS is sound technology that provides a rapid payback and impressive return on investment.

The AMS solution automatically makes outbound calls at predetermined intervals to patients in advance of their appointments. It reminds them of their appointment with recorded reminder messages or using Text-to-Speech (TTS). In addition, the AMS's built-in interactive voice-response unit can ask patients to confirm their appointment by pressing a touchtone key.

If a patient is unable to keep the appointment, the AMS can prompt the patient to press a touchtone button and be automatically transferred to a live agent for rescheduling. The AMS can also take a message for later callback. The result is fewer no-shows and more reliable patient flow. Because your professional staff can be more confident of patients keeping their appointments, there is less need for double booking. That reduces wait times, which patients appreciate!

The AMS also enables your practice to notify patients of overdue payments and can even send birthday greetings to them. On average, patients miss between eight and 20 percent of their appointments. This leads to either reduced office income, or double booking, which results in long patient wait-times. The key to reducing no-shows is calling patients a day before to make sure they intend to keep their appointments.

At A Glance

- Decreases the number of no-shows
- Fills open slots
- Ends double booking
- Improves staff morale
- Results in steady patient flow and shorter patient wait-times
- Allows reassignment of personnel to more productive duties
- Streamlines patient flow for all medical and dental practices
- Strengthens patient relations
- Maximizes office revenue

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NEC Product Showcase

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Here is Proof

This scenario demonstrates the AMS's rapid payback:

- Average revenue per appointment: \$125
- Average revenue per week: \$15,625 per doctor (based on 25 appointments per day)
- Average missed appointments: 15%
- Average weekly cost of missed appointments per doctor per week: \$2,344
- Average weekly cost of using a nurse or an administrative aide to call patients prior to appointments: \$166



By reducing no-shows by 30%, a single-doctor practice with this system can save \$500 in its first week of operation alone. Those savings amount to nearly \$25,000 annually! Savings are proportional to the number of doctors or dentists. If practices are currently assigning nurses or administrative staff to this chore, the savings are much higher, and the staff can be assigned to more productive duties.

Package Features

Text-to-Speech technology (US English) - Hello, this is Practice/Doctor Name calling Patient Name to confirm an appointment for Date/Time. Please bring your insurance card with you to your appointment and arrive 10 minutes prior to complete any necessary updates to your account. Press 1 to confirm your appointment or press 2 to reschedule.

Transfer - Allow the call to be transferred to reschedule their appointment - if patient presses 2 to reschedule. At any time the clinic may view or print a report of all patients unable to keep original appointments.

Keypad navigation - Press 1 to confirm your appointment or press 2 to reschedule.

Transfer CSV formatted files for daily appointment reminders

- Remote installation
- Administration training (2 hours remote)
- One year of maintenance

NEC can also provide numerous advanced features including:

- Database integration to scheduling software
- Professional Script Recording
- E-mail Notification
- SMS Text Messaging
- Speech Recognition
- Server and Dialogic boards

Kudos

"Interwest Communications has provided our phone and communication technical support for many years and understands our unique business needs to serve our guests and the internal operations of the company. When we needed a new reliable phone system to improve our guest service and tie the operations side together, the Interwest team came up with the ideal solution and a turn-key installation with no interruption to our business activities. The staff training and follow-up support have been outstanding."

Mark Milliette

General Manager, Mission Ridge Ski & Board Resort
Wenatchee, WA

Interwest Specials



Want to win an iPod Touch?

Go to our website at: www.interwestcorp.net/survey and answer three questions to be entered into our drawing:

1. In your opinion, is your business telephone system outdated and in need of an upgrade?
2. Would you be interested in a free consultation on how we can improve your business communications?
3. Would you be interested in a free phone bill audit to determine if we can help you save money each month on your phone bill?

0% Interest Leasing Option:

- 0% for 5 years for new systems purchased through NEC Leasing (some restrictions apply)

SMB Trade-Up:

To encourage small business owners to make the leap to IP, we are offering great incentives on NEC's latest IP communications solutions to our most loyal customers. Customers with select NEC systems for small businesses can qualify for special pricing on the new UNIVERGE SV8100 communications servers.

Government, Municipality, and Not-For-Profit:

In the spirit of helping government and not-for-profit / exempt organizations achieve their public service goals, authorized NEC Associates and Resellers are offering special pricing for a limited time on the UNIVERGE SV8100 and SV8300 communications servers.