

FOR IMMEDIATE RELEASE - (January 28, 2009)

Colon & Rectal Center of Arizona Improves Customer Service and Lowers Costs with NEC Communication Solutions

Company leverages NEC's UNIVERGE®360 approach to help ensure effective communications and reduce phone bills by 20 percent

IRVING, TX, January 28, 2009 — NEC Unified Solutions, Inc. (NEC), a leader in enterprise business communications, today announced that Colon & Rectal Center of Arizona (CRCA) is utilizing its UNIVERGE® SV8100 communications server, auto-call distribution (ACD), and UM8000 unified messaging solution to help the center lower costs and thrive with a collaborative environment that allows enhanced patient care. The CRCA is also using NEC's NetLink to seamlessly integrate its two sites and enable centralized reservations with ACD.

The CRCA faced a number of communications challenges prior to selecting the NEC IP communications solution: incompatible telephone systems that did not allow interoffice call transfers, separate office appointment-setting functions, lost calls and extended hold-times for patients. NEC UNIVERGE solutions exclusive dealer, Canyon Telecom, addressed these challenges and designed, implemented and managed the project to make communications at CRCA more efficient.

"Regardless of where anyone is, on any given day, the NEC solution provided by Canyon Telecom is completely seamless and helps everyone communicate effectively in order to allow us to give our patients the best care possible," said Dr. Elizabeth McConnell, founder, CRCA. "The solution has cut our phone bills by 20 percent, enabled us to operate with one less appointment clerk and we believe has become a tremendous asset to our practice."

The solution yields easy transfer of outside calls between offices and now employees can reach each other with four-digit dialing, regardless of where they are located. ACD reduces caller hold times and distributes call volumes evenly among the office clerks. Additionally, ACD provides call handling metrics that allow CRCA to improve office management as well as identify training issues thereby enabling them to more effectively control the appointment-setting function of the practice.

The solution uses two UNIVERGE SV8100 communications servers, one in each of the practice's two locations, connected via NetLink, a powerful networking application. Since the SV8100s share a single database, they operate as a single seamless solution. The two connected servers answer five different telephone numbers and provide IP telephony for CRCA's two office locations, which include three physician's practices and a surgical center. An auto-attendant on the SV8100 answers the phone for all three doctors; each is able to have a unique night mode and on-off schedule.

“Enhanced delivery and patient scheduling is necessary in the competitive environment of healthcare and this solution will continue to help unify CRCA’s communications as the practice continues to grow and evolve,” said Larry Levenberg, vice president and general manager, National Channel, NEC Unified Solutions. “CRCA’s needs aligned perfectly with our UNIVERGE360 framework in which the role of individual employees determines the best communications method and technology.”

For more information on NEC’s communications solutions, visit www.UNIVERGE360.com.

About NEC Unified Solutions

NEC Unified Solutions helps companies unify their business communications through innovative software, applications, development tools, and services. NEC offers a complete portfolio for unified communications, wireless, voice, data and managed services, as well as systems integration and application development. NEC Unified Solutions serves as the North American communications integration arm of global giant NEC Corporation for Fortune 1000, as well as small to mid-sized businesses in vertical markets such as hospitality, education, government, and healthcare. For more information, visit www.necunified.com.

NEC and UNIVERGE are registered trademarks of NEC Corporation.

About Colon & Rectal Center of Arizona

Colon & Rectal Center of Arizona’s mission is to allow the research scientist, the physician and the patient to work together to find, not only the cure, but the cause of colon and rectal cancer. Our site, Kolonokopelli, is a resource for new patients and others looking for current information about benign and malignant colorectal surgical technology and the most recent medical advancements in the area of colon, rectal and anal health.

About Canyon Telecom

Canyon Telecom is a recognized leader in the design, installation, and support of advanced communications applications for business. Founded in 1985, Canyon Telecom has grown from its humble origins in a garage to one of the fastest growing NEC Authorized Distributors in Arizona. For more information, visit www.canyon-tele.com.



NEC Unified Solutions, Inc.

6555 N. State Highway 161

Irving, Texas 75039

[Copyright 1999-2006, NEC Unified Solutions, Inc.](http://www.necunified.com)