



## CASE STUDY

# Concierge-Level Care: Indiana Spine Group Enhances Patient Experience with C1



**Indiana Spine Group** was founded in 2001 by orthopedic spine surgeon Dr. Rick Sasso, minimally invasive spine specialist Dr. Kevin Macadaeg, and neurosurgeon Dr. Kenneth Renkens. The practice brings together orthopedic spine, neurosurgery, and interventional spine specialties to provide comprehensive care for spinal disorders. Indiana Spine Group operates multiple locations across Indiana, including a full-time facility in Carmel with a dedicated hospital and surgery center. The practice is known for its personalized, concierge-style service, focusing on high-quality patient care.



*"Our partnership with C1 has been very good. We haven't had any issues at all and have always had good luck with our partner in the Avaya system."*

Jeff Yancey | CIO, Indiana Spine Group

## The challenge: Prescribing Seamless Communication for a Growing Practice

Indiana Spine Group needed a reliable and comprehensive communication solution to support their expanding number of locations and ensure seamless patient interaction. With over 20 locations, including part-time facilities, and a commitment to providing a concierge-level service, the practice required a robust phone system that could handle a large volume of calls and provide flexibility for different configurations based on individual physician needs. Maintaining a high standard of live human interaction for patient calls, as opposed to automated systems, was crucial for their operation. "We have 650 DID's running through this system," says Jeff Yancey, CIO. "Each doctor tends to have their own scheduling staff and preferences, and we needed a system that could accommodate this flexibility."

The challenge was to ensure that each patient received a personalized experience, reflecting the practice's commitment to high-quality care, while managing the logistical complexities of a widely distributed network of locations. This required a solution that could not only handle the immediate needs of call volume and scheduling but also scale with the practice as it continued to grow.

Ensuring uninterrupted communication and coordination across all locations was essential for maintaining the level of care and service that Indiana Spine Group prides itself on.





## **The solution: Administering Advanced Telecommunication Remedies for Patient Care**

Indiana Spine Group partnered with C1 to upgrade their Avaya phone system to the Avaya Premise IP Office – Server Edition. The Avaya system's flexibility was crucial in accommodating the unique needs of each physician and location, ensuring personalized and efficient communication.

C1's support team played a pivotal role in assisting with the transition, offering expertise in system upgrades, troubleshooting, and ongoing technical support. "C1's support has been invaluable, especially when dealing with deep technical aspects and new features," says Yancey.

The new system's capabilities allowed for seamless integration across all locations, enabling Indiana Spine Group to maintain their high standards of live human interaction for patient calls. The upgrade also mitigated the risks associated with supporting an outdated solution by ensuring their system remained compliant and up to date with the latest innovations.

With this robust solution, the practice could efficiently manage their large volume of calls, ensuring that each patient received the high level of personal interaction they expect. The system's scalability also meant that Indiana Spine Group was well-prepared for future growth, maintaining uninterrupted communication and coordination across their expanding network.

This upgrade not only enhanced the overall efficiency and reliability of their communication system but also ensured that the practice could continue to provide top-notch care and service as they grew, fulfilling their commitment to a concierge-level patient experience.

## **The result: Concierge-Level Communication: Elevating Patient Interaction**

With C1's solutions and support, Indiana Spine Group has successfully maintained a reliable and efficient communication system that supports their extensive network of locations. The Avaya system's flexibility allows for customized configurations to meet the specific needs of different physicians and locations.

Despite the challenges of managing a large number of sites with a small IT team, the practice has achieved seamless patient interaction and upheld their commitment to live human communication. "Our experience with C1 has been very positive," says Yancey. "We haven't had any issues at all and have always had good luck with C1, our partner in the Avaya system."

The partnership with C1 has ensured that Indiana Spine Group can focus on delivering exceptional patient care without worrying about technical issues. The reliable communication system allows the practice to maintain the high level of personalized service that is central to their mission. With improved communication infrastructure, Indiana Spine Group can effectively manage their growing patient base and provide timely, high-quality care. The enhanced telecommunication solutions have played a crucial role in streamlining operations, reducing downtime, and ensuring that each patient receives the attention and care they deserve. This robust system has been instrumental in maintaining the practice's reputation for excellence in patient service.



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