

About

Established in 2008, Oakview Dermatology specializes in providing comprehensive medical and cosmetic dermatology services, including Mohs Micrographic Surgery (MOHS). With a commitment to meeting patient needs, Oakview has grown to encompass nine locations across Ohio and South Carolina, and today serves nearly 15,000 patients. Oakview's team of 110 staff members caters to patients of all ages, offering personalized medical care and guidance on maintaining optimal health.

The Challenge

As Oakview Dermatology expanded its locations and the number of patients served, it encountered several limitations with its existing phone system. For example, Oakview sought to enhance its capacity to manage incoming calls efficiently but was hindered by server constraints. Oakview also identified the need for a more flexible communication platform that could support an outsourced call center and remote work.

Additionally, Oakview aimed to ensure a consistently positive customer journey, yet lacked actionable data from its phone system to inform strategic decisions. By relying solely on in-office feedback, administrators did not have the insights needed to optimize customer service practices. In early 2023, Oakview initiated a search for a more sophisticated communication services provider to address these critical business needs.



Industry

Medical

of Locations

9

Primary Features

Call Center

Listen, Whisper, Barge

Rate Your Call

Mobile App

Call Forwarding

License Types Used

Advanced & Complete

[See License Packages](#)

“FluentStream’s support team is awesome. They are very responsive, and their support is always spot on. I can send them an email and receive a response fast and with exactly the answer I need.”

Sheri Barrett
Oakview Dermatology

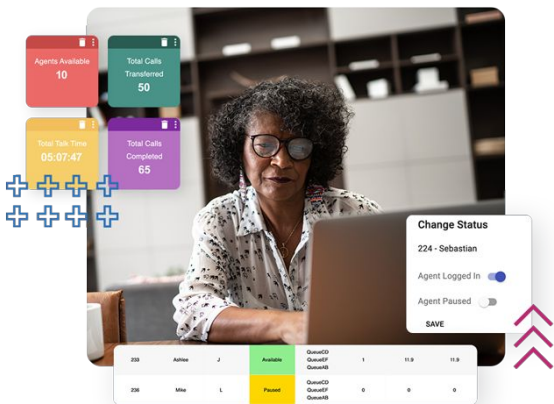
The Solution

Oakview Dermatology selected FluentStream and deployed its advanced, cloud-based communication services across all nine locations. FluentStream assigned a dedicated onboarding expert to work with Oakview to strategically plan and execute the transition from the previous phone provider to FluentStream to minimize disruption for both staff and patients. The onboarding process was completed within 8 weeks, without issue.



Call Centers

FluentStream’s robust call center capabilities, including ensuring HIPAA compliance, were crucial for Oakview to outsource its call center. Today, Oakview outsources most of its call center operations, with five to six people per day relying on FluentStream’s phone system to field up to 10,000 patient calls per month across its nine locations. The user-friendly nature of the FluentStream platform made training outsourced call center staff seamless.



FluentStream provides Oakview with valuable call center functionality for staff coaching and performance evaluation with features such as its listen, whisper, barge options, all of which facilitate training with call center staff on live calls with patients. This feature set also provides Oakview administrators with first-hand knowledge of call center operations and customer service needs.

In addition to qualitative insights culled from call center training, FluentStream empowers Oakview to gather quantitative data and analytics, including customer feedback through the Rate Your Call feature. According to Mike Croft, director of nonclinical operations at Oakview, this data is instrumental in predicting call volume patterns for proactive planning of support needs during peak periods and holidays. Leveraging this data, Croft can make more informed decisions regarding call center support services and resource allocation.

“This data helps justify the need and budget for outsourced resources,” Croft said. “It has also enabled us to identify strengths and areas of improvement within our support services and call center capabilities to improve the patient experience.”



Call Centers

With FluentStream's services, Oakview has also embraced remote work. Among its capabilities, Oakview especially values the FluentStream WebPhone that gives employees access to talk, text, and voicemail functionality from their browser, transforming their laptop into a mobile office. Additionally, some Oakview employees rely on FluentStream Mobile, an app that allows employees to use their personal phones to call, text, and access features such as saved business contacts and team directory, extension dialing and call forwarding from their work extension. Having the ability to support remote work has expanded Oakview's talent pool by enabling recruitment based on expertise rather than geographical location.

According to Sheri Barrett, an administrative assistant who has been with Oakview for 10 years, FluentStream's services have significantly improved interoffice communication and contributed to overall office efficiencies. She also credits FluentStream's care team, which is available 24/7, for ensuring Oakview's successful adoption of new communication services.

Better Together

Oakview chose FluentStream for its advanced yet flexible communications functionality, call center capabilities, insightful data analytics, and ability to enable remote work seamlessly. As a result, Oakview has realized significant operational efficiencies and improvements in its patient experience.

"FluentStream's communication services have enabled Oakview to modernize how we operate," said Croft. "From interoffice communication to our call center capabilities and our patient experience, FluentStream's services have helped us make more informed business decisions that enable us to operate more efficiently and better serve our patients."

