



“**The five ‘9s’ reliability of our Avaya Unified Communications solution gives us the peace of mind that we’ll have dial tone – no matter what. So we’ll always know when an organ offer is being made to us. This lets our supervisors and staff members sleep at night.**”

— *Kevin McPhee,*  
*manager of telecommunications*

## LifeNet

Founded in 1982, LifeNet is the nation’s largest non-profit, full-service organ donation agency and biomedical tissue banking system. The longest accredited member of the American Association of Tissue Banks, it saves more than 350 lives each year. LifeNet’s mission is to improve the quality of human life through the provision of organs and tissue for transplantation and to serve the community by providing educational and support services that enhance the donation process. It currently helps more than 40 partners across the country facilitate the donation process, restoring health to millions both in the United States and abroad. For more information, visit [www.lifenet.org](http://www.lifenet.org).

### Challenge

Nowhere, perhaps, in the healthcare marketplace is time more critical than in the organ donation arena. Every second counts when a donor becomes available; human tissues and organs must be obtained quickly and rushed to designated recipients within a

narrow window of time. Even as public awareness and acceptance of organ donation and transplant services has grown, there is still a critical shortage of organs and a great need for tissue transplants. Nearly 100,000 people in the United States are waiting for life-saving organ transplants. Eighteen Americans die each die waiting for a life-saving organ transplant that doesn’t come in time.

Time is critical when dealing with organ and tissue transplants; LifeNet feels the pressure to ensure that it is able to respond effectively to each and every call it receives. Hospitals depend on LifeNet for tissue grafts used in surgery; LifeNet distributes more than 200,000 tissue grafts each year to patients in need. A patient’s well being hangs on every phone call LifeNet receives. Intelligent Communications holds the key to ensuring that LifeNet is able to fulfill its life-saving mission.

Handling an estimated 300 calls each day, around the clock, 365 days a year – linking donor families, doctors, transplant teams

and its field personnel – LifeNet must have a failsafe communications infrastructure. According to Kevin McPhee, manager of telecommunications, maintaining business continuity is a critical imperative. McPhee says, *“We require the utmost in design with the maximum level of protection to ensure that our operation is always up and running.”*

The company also needs to be able to quickly and easily redeploy its personnel to different offices as demand requires without jeopardizing service continuity. LifeNet needs to keep its teams connected from anywhere at any time while affording them much needed respite by enabling them to operate from their homes.

*“The ability to communicate effectively at the office, on the road or from home offers our people the opportunity for well-needed mental downtime. When you’re in the midst of a potentially critical medical situation, it is very helpful to have the option of handling communications from home or other locations,”* McPhee says.

## Solution

LifeNet upgraded its existing Unified Communications solution from Avaya to enhance its reliability and business security, while deploying new features and functionalities that make its workforce more mobile.

Avaya Communication Manager (ACM) gives LifeNet advanced call routing. This ensures that calls reach the right person as quickly as possible. The company expects to upgrade to the latest iteration of Avaya Communication Manager soon. Avaya Unified Communications solutions, including Avaya Modular Messaging and Avaya Extension to Cellular, enable LifeNet’s field workers throughout the United States to access directories, conduct conference calls, and receive voicemail and e-mail on their mobile cellular devices.

LifeNet also is using the consistently reliable and easily accessible features of the one-X Deskphone Edition to speed communications and donations. As easy to navigate as a cell phone, this new IP phone is making it easier for LifeNet to effectively manage every step of the donation process. This phone makes it possible to notify LifeNet employees, wherever they are, when a donation is ready.

Avaya Wireless Telephones are making LifeNet’s campus workers more mobile, too. An easy-to-use portable handset gives these workers all the features and functions of their office phone, wherever they may be on campus.

LifeNet uses a call recording solution from NICE, a member of the Avaya DevConnect program, to record important lifesaving communications from the road as well as from headquarters, in compliance with FDA regulations.

The company also has deployed a limited number of Avaya VPN Telephones to field workers to make it easier for them to log in from anywhere. *“The early success we’re seeing points to further expansion of Avaya Unified Communications in our organization,”* McPhee says.

Avaya BusinessPartner Daycom Systems provides design support and solution implementation for LifeNet.

## Results

*“The five ‘9s’ reliability of our Avaya Unified Communications solution gives us the peace of mind that we’ll have dial tone – no matter what. So we’ll always know when an organ offer is being made to us. This lets our supervisors and staff members sleep at night,”* McPhee says.

- **Increased effectiveness.** LifeNet saw a 10 percent increase in the number of lives saved and the number of tissue grafts supplied to hospitals and physicians in the last year, thanks to more reliable, effective communications.

## APPLICATIONS AND SERVICES

- Avaya Communication Manager
  - Avaya S8700 Server
  - Avaya S8300 in Local Survivable Processor Mode
  - Avaya Call Management System
  - Avaya Contact Center Solution
  - Avaya Call Center Elite
  - Avaya Extension to Cellular
  - Avaya Modular Messaging
  - Avaya Maintenance Agreement
  - Avaya Consulting and Integration Services
  - Avaya 9600 Series Telephones
  - Avaya VPN Telephones
  - Avaya 4600 Series Telephones
  - Avaya Wireless Telephones
  - Avaya IP Softphone
  - Avaya Softconsole
  - NICE call recording
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- **Improved staff utilization.** Mobility features and functionality have made it easier for LifeNet to redeploy its workers to different offices and different states, while retaining business continuity.
  - **Improved responsiveness to donor calls.** The reliability of LifeNet’s communications infrastructure means that the company is able to efficiently field each and every donor call that comes in.

## Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or a member of the Avaya Authorized BusinessPartner program, or visit **“Do Your Research”** at [www.avaya.com](http://www.avaya.com).