MAVENIR

CASE STUDY
IMPROVING CANCER RESEARCH WITH IVR

A university cancer research and treatment center improved data collection and responsiveness with Mavenir's CPaaS enabled IVR.

Data Collection and Cost Concerns

The University Core team uses interactive voice response (IVR) technology to gather information about the quality of life and symptoms directly from patients or caregivers.

"Our job is to serve the cancer research," the director says on his team's role in the process. "We help the university collect data. We help them with consulting and protocol, but also to setup the IVR system. The cost of a hardware-based on-prem system would be north of $100k not to mention the cost of staff time to architect and implement."

Reach More Patients

With hundreds of patients in multiple geographic areas with varying degrees of internet connectivity and technical aptitude, the university counts on the organization's communications partnerships to save time and money while maximizing value to patients.

"IVR technology helps us reach more patients in a cost-effective way," says the director. "For example, some patients are older and less tech savvy or live in places where they have limited access to the Internet. IVR makes it possible to get patient data in a more inclusive way."

Cloud-native advantages with HIPAA Compliance

The university is working to move to a cloud native IVR solution that is HIPAA compliant, while removing the disadvantages of maintaining a system on premises. Mavenir and its communication service provider partners now offer HIPAA-supported cloud IVR.

ORGANIZATION SNAPSHOT

- Vertical: Medical
- Location: United States
- Objective: Improve data collection quality and response time, reduce time spent troubleshooting, and enhance flexibility
- Solution: Mavenir CPaaS

IMPACT

- Saved over $100k with IVR
- Expanded innovative research by effectively gathering and understanding patient-reported outcomes (PRO)
- Enabled patients to be more involved in their own symptom management
- Empowered the university to expand beyond two hundred ongoing clinical trials without additional cost or resources

"Ultimately I would like one point of contact when the IVR system has issues," says the director. "In the university environment, my solution only works when the entire network is functioning properly. With a cloud-based solution, my system is not dependent on the university network configurations, and I can reduce the time I spend troubleshooting errors."

Reaching More Patients Faster

Medical research facilities can further scale data collection initiatives while reducing infrastructure expenses, setup time, and maintenance with the power and flexibility of Mavenir communications platform as a service (CPaaS).

With CPaaS, IVR takes to the cloud, reaching more patients faster and with reduced costs. The university can scale their efforts to include thousands more participants, target IVR call flows, and collect more robust data -in addition to gaining programmable SMS, voice, text, and chat capabilities.

CPaaS allows providers to digitally transform their business, leveraging data in new and innovative ways to deliver next-generation treatment and care.

> "The vendor training and technical support has been invaluable," the director says. "We are making meaningful contributions, proving that it is both helpful and feasible to get patients more involved in their own symptom management. We are proud that the technology is a part of that."
>
> *Director of Systems Development*

SOLUTION AT A GLANCE

Using IVR, the university sets up systems to collect symptom information every week from thousands of cancer patients to be shared with their clinicians. Collecting this sensitive data from patients at dozens of study sites by having staff call the patients would be cost prohibitive.

To solve this problem, the university chose an on-premises solution with cloud enabled IVR that satisfied their data collection needs while complying with HIPAA regulations. Located inside the university firewall, the team personally monitor and maintain these internal resources with vendor support.
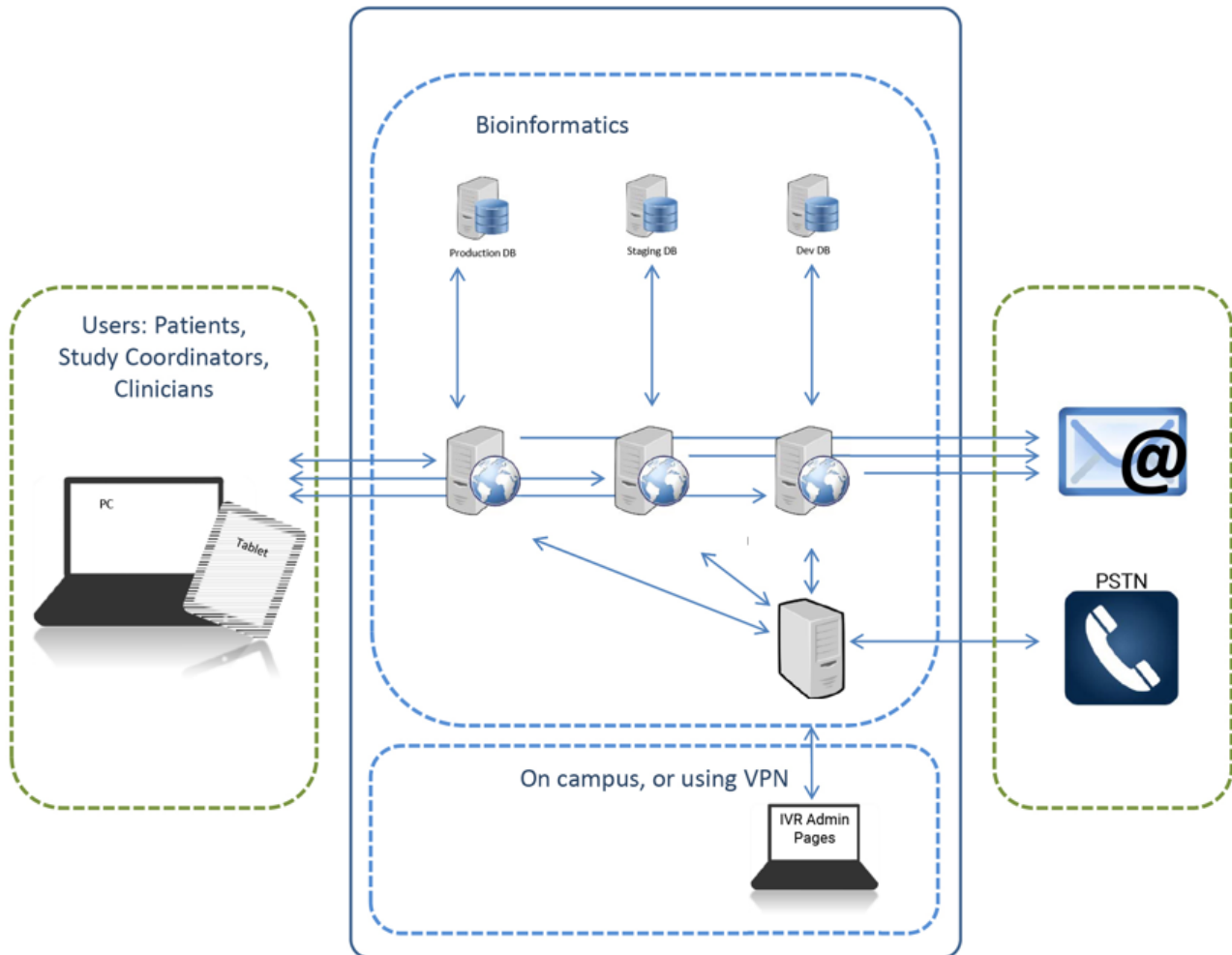
About Mavenir

Mavenir is building the future of networks and pioneering advanced technology, focusing on the vision of a single, software-based automated network that runs on any cloud. As the industry's only end-to-end, cloud-native network software provider, Mavenir is transforming the way the world connects, accelerating software network transformation for 250+ Communications Service Providers in over 120 countries, which serve more than 50% of the world's subscribers.

For more on Mavenir Solutions please visit our website at www.mavenir.com