



# Research Center Saves Over \$100K with IVR

*Located in historic Chapel Hill, University of North Carolina Lineberger Comprehensive Cancer Center is a leading cancer research and treatment facility. With nearly 200 ongoing clinical trials, an important aspect of the organization's cutting-edge research is understanding patient-reported outcomes (PRO).*

*Although this information is key to advancing breakthroughs, effectively obtaining and utilizing the complex data can be challenging.*

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**Mattias Jonsson,**  
*Director of Systems Development*



## Data Collection Concerns

Mattias Jonsson, Director of Systems Development is a part of the UNC Lineberger PRO Core team that 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,” he 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.”

When selecting the right solution, Jonsson noted the cost of various IVR systems.

“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,” he says.

With hundreds of patients in multiple geographic areas with varying degrees of internet connectivity and technical aptitude, UNC Lineberger 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 Jonsson. “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.”

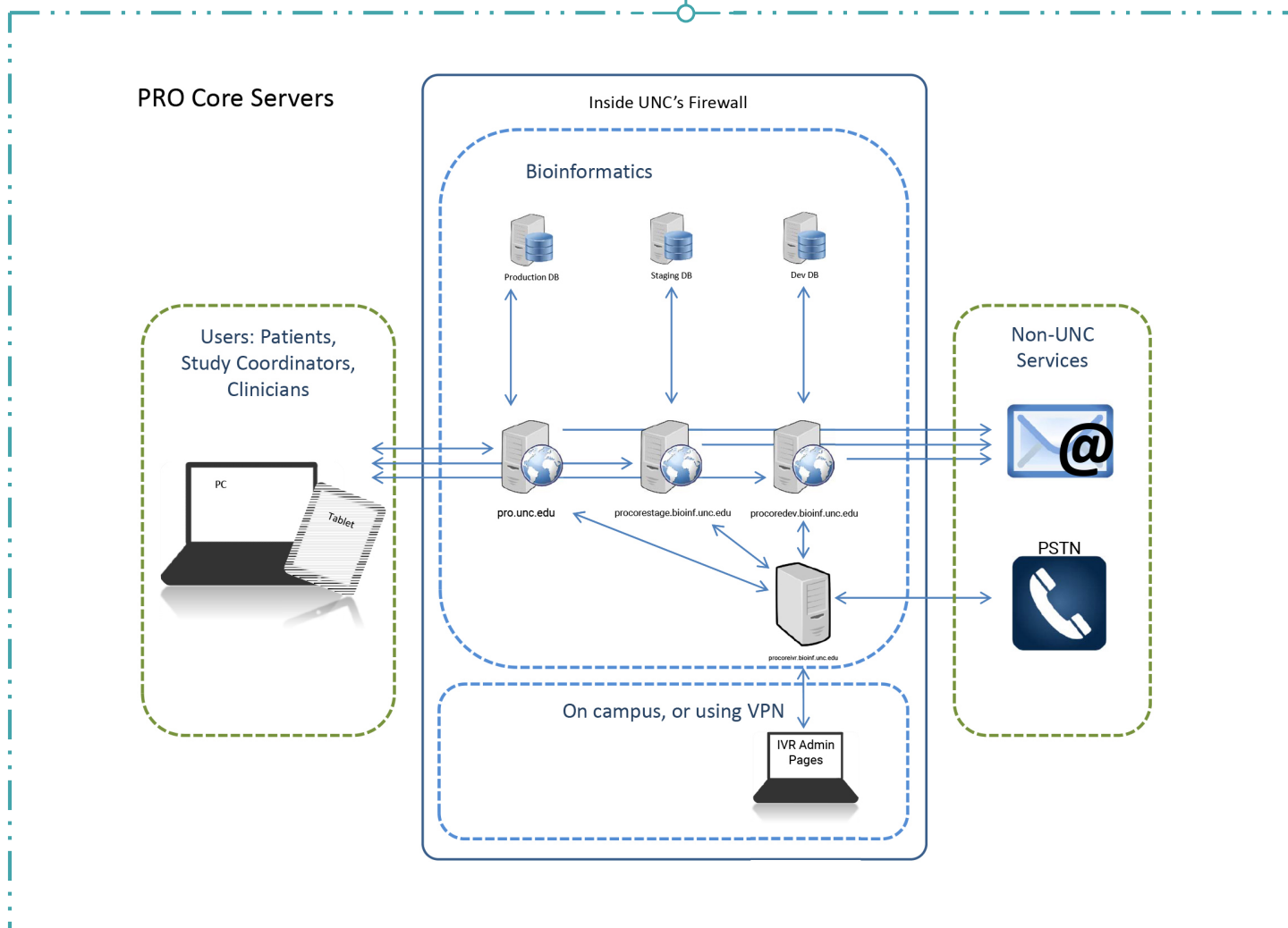
Mattias  
Jonsson




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

"Ultimately I would like one point of contact when the IVR system has issues," says Jonsson. "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."

## A TYPICAL IVR SYSTEM





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## The Right Communications Solution

Using IVR, Jonsson 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, UNC Lineberger chose an on-premises solution that satisfied their data collection needs while complying with HIPAA regulations. Located inside the UNC Lineberger firewall, Jonsson and his team personally monitor and maintain these internal resources with vendor support.

"The vendor training and technical support has been invaluable," Jonsson says. "We're making really meaningful contributions, proving that it's both helpful and feasible to get patients more involved in their own symptom management. We're proud that the technology is a part of that."

## What's Next

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

With CPaaS, IVR takes to the cloud, reaching more patients faster and with reduced costs. Jonsson and his team 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.

Learn more about Telestax IVR  
and CPaaS solutions available today.



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