



SUCCESS

The Customer:

The Georgia Pharmacy Association was created in 1875 as the professional society of pharmacists in the State of Georgia, and is one of the oldest state pharmacy organizations in America. Representing pharmacists in all practice settings (including community, health system, consulting/long term care, clinical, academia and public health practices), the GPhA membership currently stands at nearly 3,000. The GPhA mission is to promote and enhance the profession of pharmacy and the practice standards of its practitioners, as well as heighten the public's perception of the profession.

Located in Atlanta, the Association offers many services to its members and its community. The Georgia Pharmacy Foundation Inc. was established in 1988 as a tax-exempt, charitable foundation. It has developed and funded a variety of continuing education opportunities, focusing on advancing research and educational projects within the profession (some recent programs include asthma management, diabetes management, and the development of an educational module for appropriate pain management). The foundation serves as the administrative entity for Technician Certification in Georgia and sponsors a number of Scholarships for pharmacy students throughout the state.

The Solution:

Cost control and efficiency are critical to GPhA's successful administration. In the summer of 2004, the Association implemented Computer Instruments' e-IVR Telephony Applications on an Avaya IP Office PBX, including Voice Mail and Unified Messaging, Broadcast Faxing, Fax on Demand, and Community Notification Out-Dialing. e-IVR's full featured Voice Mail & Unified Messaging provides the GPhA staff with state-of-the-art messaging, while the IVR Applications are instrumental in serving Association members and the public at large. Automated Broadcast Faxing and Fax on Demand allows the Association to communicate with members and provide them with self-service fax request of a variety of information. The Community Notification Out-Dial is configured to quickly alert an Emergency Responder Group of Pharmacists (in conjunction with the Georgia Department of Human Resources) in the event of a natural disaster or terrorist incident. By automating these functions, GPhA's labor cost savings generated a quick Return on Investment and, just as importantly, provided convenient and efficient self-service to the Association and public.

The Georgia Pharmacy Association is dedicated to serving the pharmaceutical profession, as well as the public those pharmacists serve. The e-IVR™ Applications they've put in place are automated, high performance, virtually labor free delivery systems that aid GPhA in that mission.

Computer Instruments Inc. started as a Software Development House in 1979 and has subsequently established a reputation for phone enabling technology and Interactive Voice Response Self-Service Applications. Leveraging a long history of custom IVR development, Computer Instruments became one of a select few of AVAYA IVR Certified Independent Software Developers for Advanced Features. e-IVR is the culmination of broad-based expertise and experience in the industry. "Branded" and sold by Lucent, Expanets, and Avaya, the variety of e-IVR Applications covers a wide range of business types and markets.



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