



Medical practice management company reduces monthly communications costs by over 40%

Summary

Our customer, a dermatology practice management company, consolidated 16 disparate communications platforms into a single cloud-delivered solution managed by GDT and powered by Cisco. The move reduced monthly costs by over 40%, enhanced communication channels for patient outreach, and established a scalable foundation to support AI-driven workflows and continued growth.

The challenge

As our customer expanded through acquisitions, its communications environment became increasingly fragmented. With each practice bringing its own systems and providers, the organization lacked standardization, visibility, and control, which made it difficult to manage costs or deliver a consistent patient experience.

Key challenges included:

- 16+ disparate UCaaS and communication platforms across locations
- ~\$80,000/month in telecom spend with limited cost visibility
- No centralized reporting or analytics on patient interactions
- Inconsistent workflows and experiences across brands
- Reliance on third-party services (e.g., after-hours answering) that increased costs
- Limited scalability to support centralized contact center operations
- Security and operational risks from fragmented systems

Customer overview

Our customer is a leading national dermatology practice management company that supports more than 120 locations across 18 states.

The company partners with dermatology practices to provide administrative, operational, and technology support so physicians can focus on delivering high-quality patient care.



The solution: Webex Suite and Webex Contact Center as a Cisco-powered, GDT-delivered managed service

GDT delivered a managed collaboration and contact center solution powered by Cisco, built on Webex Suite and Webex Contact Center.

The engagement began with a complimentary cost optimization workshop, followed by an accelerated 30–60-day discovery phase to analyze telecom spend across all customer locations, uncover inefficiencies, and build a data-backed transformation roadmap. With a tight timeline in place, migration kicked off immediately. The initial target was to migrate approximately 1,300 users and 100 contact center agents within four months

Key elements of our solution:

- Consolidation of 16 platforms into a single Webex environment
- A managed service model covering licensing, migration, and ongoing support
- Integration with data warehouse and analytics platforms for visibility
- Centralized call recording and quality management
- Workflow automation to support call deflection and efficiency
- 24×7 support with transformation services included

As part of our commitment to customer outcomes, our team restored a downed location during the evaluation phase to ensure business continuity while the broader transformation was finalized.

The approach

We leveraged a structured ramp model to ensure that our team and client were focused on accelerating migration and realizing value quickly.

By investing up front in analysis, migration support, and operational flexibility, we helped our customer realize measurable outcomes, not just new technology.

The results

By consolidating platforms and modernizing communications, our customer achieved rapid, measurable improvements across cost, visibility, and operational efficiency. The organization also enhanced patient communication channels and established a strong foundation for AI-driven automation and virtual agents. This positions the business to realize continued innovation at scale.

Our solution enabled:

- Over 40% reduction in monthly communication costs
- 30% call deflection through automated workflows
- Full visibility into patient interactions and contact center metrics
- 80% improvement in call recording and quality capture rates

Managed collaboration services

GDT's managed collaboration services provide a fully integrated approach to modernizing enterprise communications, bringing calling, meetings, messaging, and contact center capabilities into a single cloud-delivered platform. By managing the entire collaboration lifecycle, from migration through ongoing operations, GDT helps organizations reduce complexity, improve reliability, and deliver a consistent user experience across all locations.

This outcome-driven model enables businesses to scale more efficiently, onboard new users and locations faster, and shift from reactive support to proactive optimization — all within a predictable cost structure.

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