



TELIN[®]

CASE STUDY



PUREFORM
RADIOLOGY



CASE STUDY



Pureform Health, a leading medical imaging provider based in Calgary, was facing persistent reliability issues with its legacy communications infrastructure. Their existing systems, which relied on traditional telephony and fragmented faxing solutions, frequently caused call interruptions, inconsistent voice quality, and delays in document transmission. For a healthcare organization where every second counts, these disruptions directly affected patient coordination and clinical efficiency.

To address these challenges, a trusted technology partner collaborated with TELIN to design and deliver a unified communications migration for Pureform Health. The new solution integrated enterprise-grade SIP trunking, secure managed cloud hosting, and digital fax services, creating a seamless, reliable environment tailored to the operational demands of modern healthcare.

KEY

POINTS

- △ Improved Call Quality: Delivered crystal-clear, reliable voice connections across all clinics..
- △ Eliminated Downtime: Achieved consistent system uptime through high-availability infrastructure.
- △ Streamlined Faxing Operations: Integrated secure digital faxing to simplify document exchange.
- △ Enhanced Operational Efficiency: Unified communications boosted productivity and reduced administrative overhead.

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Project Overview

Crystal-Clear Calls

Superior voice quality across all clinics

Zero Downtime

Reliable, always-on system

Boosted Productivity

UC driving operational efficiency

Simplified Document Flow

Secure, integrated digital faxing

Project Details

Organization: Pureform | **Location:** Calgary, Alberta | **Sector:** Healthcare | **Project**

Focus: Communications Infrastructure Migration | **TELIN Services:** SIP Trunking, Managed Hosting (One.PaaS), Secure Fax (One.Fax)

Pureform operates in the healthcare sector, where reliable, secure, and compliant communications are critical. Prior to this project, the organization relied on a traditional telecom provider that struggled to meet modern performance and reliability expectations. As communication demands increased, Pureform required a solution that could deliver consistent uptime, clear call quality, and simplified administration without disrupting daily operations.



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The Challenge

Pureform's existing communications environment presented several challenges. The organization relied on a traditional carrier-based phone system that frequently experienced reliability issues, inconsistent call quality, and limited flexibility. Fax services were managed separately, creating administrative overhead and fragmented workflows.

From an operational standpoint, troubleshooting recurring issues consumed valuable staff time, while limited visibility into system performance made proactive management difficult. The healthcare environment also demanded dependable communications to ensure smooth coordination between staff and external stakeholders.

Pureform needed a modern solution that could:

- Deliver reliable voice and fax services
- Improve call quality and uptime
- Reduce operational complexity
- Support business continuity during migration

The Solution

A TELIN-enabled communications partner designed and deployed a modern, cloud-based solution powered by TELIN's carrier-grade infrastructure.

Core Infrastructure

At the core of the solution were TELIN's SIP Trunking and Managed Hosting services. This enterprise-grade foundation provided high availability, redundancy, and consistent performance, ensuring communications remained reliable and secure. By consolidating services onto a single hosted platform, Pureform gained a centralized system that simplified management and improved overall visibility.

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Unified Voice & Fax Services

TELIN's One.Fax solution was integrated alongside voice services, allowing fax and telephony to operate under a single provider and infrastructure. This consolidation reduced administrative overhead, streamlined workflows, and improved reliability compared to the organization's previous setup.

The solution was designed to scale easily, ensuring Pureform could adapt its communications environment as operational needs evolve.

Implementation Approach

The deployment followed a structured and low-risk approach to ensure continuity of operations throughout the transition.

Seamless Migration

The communications partner managed the migration from the legacy carrier environment to the TELIN-powered platform with careful planning and coordination. Voice and fax services were transitioned without disruption to daily operations, ensuring staff could continue working without interruption.

System configuration, testing, and validation were completed prior to full cutover, minimizing risk and ensuring a smooth go-live experience.

Roles & Responsibilities

The successful implementation was a true three-party collaboration. TELIN provided presales engineering expertise to help the partner understand the technical requirements and design the optimal solution. Throughout implementation, TELIN delivered Tier 2 and 3 technical support, ensuring that any complex issues were rapidly resolved by experienced engineers.

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Impact & Results

The deployment of TELIN-powered, cloud-based communications infrastructure delivered measurable technical and operational improvements across Pureform’s environment, significantly enhancing reliability, performance, and manageability.

Reliability & Resilience	Call Quality & Network Performance	Operational Efficiency & Simplified Support
Redundant systems and proactive monitoring eliminated prior service instability, ensuring uninterrupted voice and fax services critical for healthcare operations.	Optimized routing and reduced latency improved audio clarity, call setup times, and overall voice stability for both internal and external communications.	Consolidating voice and fax onto a single platform reduced system complexity and troubleshooting time, allowing teams to focus on core tasks..

Centralized Management	User Experience	Business Continuity
Unified control and visibility over services, unified configuration, user management, and reporting.	Staff reported higher satisfaction with system performance, ease of use, and overall reliability following the migration.	Failover mechanisms and resilient network design ensured services remained operational during outages or unexpected events, minimizing downtime and operational impact.

Strategic Impact: Modernizing its communications infrastructure gave Pureform a stable and scalable foundation to support healthcare operations. The new system allows the organization to focus on core priorities while benefiting from reliable, efficient, and future-ready communications.

The deployment shows how healthcare organizations can improve performance and operational efficiency through a consolidated, enterprise-grade communications platform, without adding unnecessary complexity.

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Partner Impact & Business Growth

The project demonstrates how partners can deliver complete, high-quality communications solutions that meet the needs of mission-critical environments. Scalable infrastructure and flexible service models allow partners to expand their market reach, strengthen customer relationships, and support healthcare operations effectively..

Customer Testimonial

"Switching to the new communications system was seamless. Since the move, we haven't experienced the reliability issues we faced before. Our voice and fax services are now stable, easier to manage, and fully supported."

— Pureform Management Team

Ready to Modernize Your Communications?

Discover how TELIN's comprehensive solutions can help your organization improve operations, reduce costs, and enhance service delivery.

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