Medical Network Fights Back Against Robocalls

Vertical: Healthcare
Region: Americas
Solution: Ribbon Analytics

Problem

No one likes nuisance calls or robocalls, they're just plain obnoxious and annoying. However, for a world-class medical institution, that's just the beginning of the problem. In this kind of mission critical environment, robocalls - especially malicious calls that are intended to disrupt the organization - can pose a significant threat to medical services, tying up communications circuits and staff access. These nuisance calls disrupt the workflow of healthcare professionals, diverting their attention away from critical tasks and patient needs. They can create confusion and, in an emergency, can even limit access to critical communications resources.

In a healthcare environment where time and precision count, the intrusion of robocalls can delay response times, distract staff, and limit emergency access to communications.
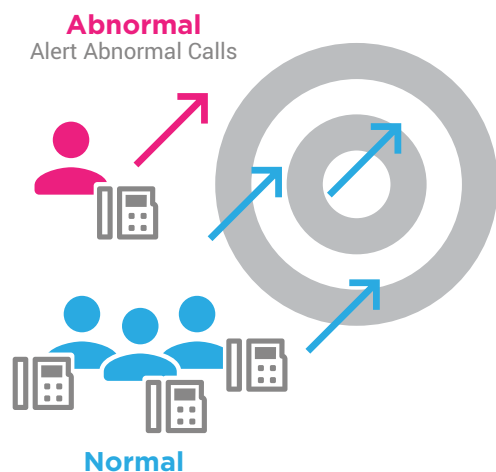
Problem:	Inbound Robocalls into patient rooms & staff environments
Solution:	Ribbon Analytics, RoboProtect, SBC & PSX
Resolution:	Mitigation of nuisance calls, improved voice security

Solution

One of Ribbon's longstanding healthcare customers was experiencing many of these challenges, so they turned to Ribbon for a solution.

By implementing Ribbon Analytics, in concert with Ribbon's RoboProtect software, the medical facility successfully mitigated the impact of nuisance calls for its staff. Staff members are better protected from phishing calls or denial of service barrages. They can focus more effectively on their clinical duties, resulting in improved care and efficiency.

Robocalls impact patients and patient families too. Ribbon helped the organization dramatically reduce nuisance calls to patient rooms, so patients aren't being disturbed as they recuperate from serious illnesses.

Ribbon's solution also reduces the potential for more serious issues. It helps reduce calls from bad actors that try to bluff or scam employees into giving them access to hospital systems and/or patient data. As an example, ransomware groups often target IT help desks, impersonating employees, to convince IT staff to reset passwords and give them access.

It's no wonder Ribbon has a rich history of delivering secure communications to medical facilities as well as remote users.
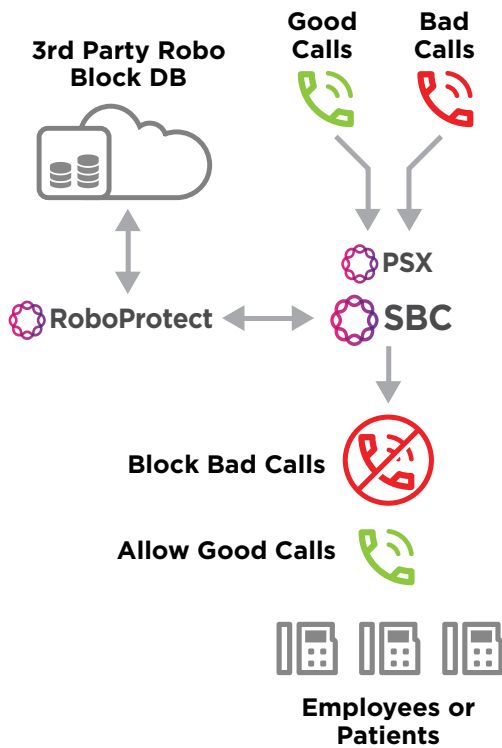

Abnormal
Alert Abnormal Calls

Normal

Figure 1. FraudProtect behavior model

Figure 2. *Preventing robocalls*

RoboProtect benefits:

- Integration with 3rd party and FCC robocalling complaint databases
- Reviews each call looking for patterns and known bad calls
- Works in concert with Ribbon SBCs and/or PSX to stop unwanted calls

Ribbon Analytics

Ribbon Analytics enables organizations to monitor key performance indicators (KPIs) and key trends to secure and troubleshoot the calling environment. This gives organizations end-to-end network visibility, enhancing operational productivity and efficiency.

Ironically, most organizations already collect performance data, however given the sheer scale of that data, it's challenging to sift out the wheat from the chaff. Ribbon Analytics helps organizations "boil the ocean" to distil actionable insights. The system delivers alerts on security and quality of experience issues to enabling service issue identification and resolution. As an example, Ribbon Analytics provides easy to monitor dashboards and offers alerts for common signs of nuisances calls such as short duration calls and high-volume call attempts from one phone number.

Ribbon Analytics is easy to deploy in cloud or on-premises environments.

RoboProtect

RoboProtect, is security application for Ribbon Analytics. It uses advanced algorithms to quickly match incoming calls to one or more databases to help identify a call as a robocall. If a call is flagged as a nuisance call, RoboProtect notifies the Ribbon PSX (centralized routing engine) or the SBCs at the edge of the network to stop the call before it reaches an employee or patient.

The solution leverages 3rd party databases such as the FCC complaints database and other commercially available databases for detecting nuisance calls.

Figure 2 offers a high-level view of a Ribbon Analytics and RoboProtect deployment.

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