

Familiarity breeds success – A growing healthcare company turns to a familiar name in VoIP service.



ABMS provides an integrated solution for self-insured employers working to reduce the cost of health care in a post-ACA marketplace. ABMS provides total account service to simplify benefits administration for our clients, including integrating claims administration, traditional insurance, non-insured membership systems, reinsurance, and alternative risk. Cost of care is kept reasonable, and the risk of loss for employers manageable.

The Challenges

With the passage of the Affordable Care Act in 2010, Kenneth Johnson saw an opportunity to offer employers a better healthcare management solution that combines multiple account services into a single offering. Advance Benefit Management Systems USA, Inc. (ABMS) was born from that opportunity, and like many young companies, faced a number of logistical challenges related to getting up and running, including its phone service.

“We rent space in a shared office environment, since commercial office space is at a premium in our area. It’s very convenient, but the turnkey phone and Internet service it provided was a large expense,” said Johnson, president and CEO of ABMS.

With three full-time employees and six contractors located throughout the region, Johnson wanted to find a solution that would fit ABMS’s budget, but still give them a professional appearance.

“Ooma Office has given us exactly the phone experience our company needs, and it supports our long-term goals for growth.”

– **Kenneth Johnson**
President and CEO, ABMS

The Solution

Luckily, Johnson didn’t have to look far. He had been using Ooma Telo as his home phone service, and liked the experience. “I thought that if Ooma Office was as good as Ooma Telo, we’d have a great solution. I wasn’t disappointed,” notes Johnson.

Johnson likes that the Virtual Receptionist feature puts callers in touch with the right employee quickly, and if an employee isn’t in the office, Ooma Office can be configured to forward calls to cell phones.

“Our goal is to eventually have people located throughout our region, rather than in a single location. If what we’ve experienced with Ooma Office so far is any indication of what we can expect when we need more features, I have full confidence in this solution to help us achieve our goals,” he said.

The Benefits

Ooma Office not only has made ABMS employees more accessible and put a professional face on the company, it’s had a direct impact on the company’s marketing capabilities. ABMS is saving around \$150 per month, which is going directly into its website presence and marketing collateral. “With a young company, every penny counts, but we can’t sacrifice professionalism to save a few pennies. Thankfully, Ooma Office doesn’t force us to make that trade-off!” Johnson said.

Ooma serves diverse customers in a wide range of industries, including:

