



## Success Story:

# Southern California TMS

Southern California TMS Center, with 13 locations and 85 staff, provides mental health treatment for depression, OCD, and anxiety. As the company grew, Director of IT, Operations, and Compliance, Patrick Holmes, led a switch from an outdated phone system to GoTo Connect, enabling smoother expansion, improved reliability, and easier communications management.



## Challenge

With a fast-growing footprint in Southern California, the TMS Center faced mounting communication challenges:

**Cumbersome Administration** Routine changes like adding or reassigning phone lines required outside assistance. Scaling to new offices was slow and complicated, hindering growth and causing frustration for IT.

**Limited Call Center Capabilities:** The legacy PBX system could not support an in-house call center, making it hard to manage new patient leads or follow up efficiently.

**Fragmented Messaging and User Experience:** Without integrated SMS or voicemail-to-email, important messages risked being missed, and the system's outdated interface frustrated both staff and administrators.

Southern California TMS Center needed a solution to centralize management, reduce friction for IT, and ensure critical communications never fell through the cracks.



## Solution

To overcome these barriers, Southern California TMS Center deployed GoTo Connect, equipping teams with powerful, cloud-based communication tools:

**Centralized, cloud-based administration:** The intuitive GoTo Connect web platform enabled IT to easily add, move, or update phones without outside help—even as the organization grew from under 20 to over 60 phones.

**Built-in call center capabilities:** The staff established an in-house call center to manage new patient inquiries and lead follow-up—something simply impossible with the prior PBX system.

66  
With GoTo  
Connect, we've  
tripled the  
amount of  
phones we have.  
And we've been  
able to do that  
very gracefully."

**Patrick Holmes,**  
Director of IT,  
Operations, and  
Compliance

**Integrated messaging and transcription:** SMS and voicemail routing to email ensured important messages never got lost, while voicemail transcription provided accessible records for staff and compliance.

**Modern user experience:** Staff now use GoTo Connect on office computers via desktop apps and browsers, reducing risk and keeping communications secure.

**Responsive customer support:** GoTo Connect's support team was reliable and effective, quickly addressing user questions and requests.

## Results

Since implementing GoTo Connect, Southern California TMS Center has achieved tangible improvements:

**Efficient growth and administration:** IT can now manage phones, deploy updates, and expand into new offices quickly, supporting the organization's ongoing regional growth.

**Enhanced lead and patient engagement:** Intake teams can promptly connect with new leads and follow up on patient inquiries, supporting better patient outcomes.

**No more missed messages:** Automated routing of SMS and voicemails ensures every message is seen and addressed, improving service reliability and patient trust.

**Streamlined operations and reduced IT burden:** The transition to a modern user interface allowed staff to work more efficiently, and freed up IT resources for higher-priority projects.

"The customer support is fabulous. I rave about GoTo Connect to other people."

Patrick Holmes, Director of IT, Operations, and Compliance

## Conclusion

GoToConnect's scalable, intuitive communications platform has empowered Southern California TMS Center to centralize its operations, eliminate missed connections, and remain adaptable for future growth. By modernizing their technology and streamlining communications, the organization can focus even more on delivering critical mental health care to communities across Southern California.

Looking to simplify and enhance your business communications?  
GoTo can help. Visit [goto.com](https://goto.com) to learn more.

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