

PAIN-FREE COMPLIANCE: QUEENS MEDICAL OFFICE CUTS COSTS AND EXPERIENCES CASHFLOW RELIEF WITH FOUR-FOLD STRATEGY THROUGH CLOUD MIGRATION"

CUSTOMER:

A general and family practice with 15 employees in Elmhurst with about 5,000 patients.

CHALLENGE:

Legacy PBX and IT System is impeding growth and ease.
Solution: Four-fold Cloud Migration

STRATEGY:

upgrade to UCaaS/CCaaS/eFax
– Cloud based Server with back-up services

NETWORK SERVICES WITH REDUNDANCY – MANAGED CYBER SECURITY RESULT:

Streamlining of office set-up, increase of compliance and increased communication with patients and vendors.

CUSTOMER

This case study focuses on a general and family practice of an internist with 15 employees in Elmhurst located in Eastern Queens, one of the 5 Boroughs of New York City. The practice has about 5,000 patients. Situated in a particularly diverse area of the city, the office saw a large influx of patients, chiefly American Bengalis, Nepalese and Hispanic Americans. The medical team proved to be a highly sought-after resource due to being able to speak their patients' native languages. Furthermore, they served a dual purpose in providing medical advice while also acting as a supportive community organization, with guidance around nutrition and lifestyle regularly promoted through social media platforms.

CHALLENGE

The practice was growing, and the managing team decided to welcome 1 more Nepalese American physician and 1 more nurse practitioner to the team of 2 physicians and 1 nurse practitioner, while expanding the practice by moving to a new space 2 blocks away from the previous location.

The team was faced with the issue of restricted growth due to the outdated operational structure of their office. The old office was running on an analogue phone system, 2 legacy fax machines, coax cable service and an analogue security system. This system did not only limit the availability of multiple language menus or off-site routing, but also the ability to overflow during peak times. Furthermore, there were compliance and data security concerns created by the SHIELD Act, passed by Governor Andrew Cuomo in 2019. This Act requires businesses in New York to protect information such as social security numbers, driver's license numbers, accounts numbers, biometric information, username or email address, and password credentials. Adding to the complexity of the problem, the office mainly relied on one device for LAN protection, a legacy on premise firewall. The concern was that this firewall did not provide any back-up or cloud storage, nor did it have the desired managed features the office was looking to obtain. As a result, The team was unsure of their ability to successfully adhere to the Shield Act.



SOLUTION

The customer decided to move to UCaaS and CCaaS and HIPPA compliant eFax, which allowed them to route their incoming patients calls requesting appointments to two operators in Bangladesh. This virtualization reduced the need for additional labor costs and allowed the reallocation of two front desk employees to other supportive positions. In addition, the office migrated their server to the cloud and invested in managed cyber security, allowing them to qualify for cyber security insurance and reduce electricity costs. By recycling their legacy equipment and saving on the extra office space, they partially offset the cyber security investment. Because the server had been migrated to the cloud, more storage space became available for the on-premise IP based surveillance system which allowed for an increase of cameras in the larger space the organization now occupied.

RESULT

Following the implementation of a new cloud communication system, the customer's transition to the new office was made seamless due to their ability to divert incoming calls off-site during the week of the move. Thanks to the FCX implementation team's coordination, a managed SD-WAN with firewall, EDR and XDR were installed as well as a brand-new fiber connection with 4G back-up at the new location on time and within budget. This gave the customer assurance during the relocation process and allowed them to comply with the New York Shield Act. Redistributing the front-desk employees handed them significant labor savings, thus avoiding the need to hire additional staff. The Advantage of UCaaS and CCaaS decreased missed calls and allowed the contact center to reply by matching staff language skills with patients' language preferences. The added bonus of connecting with them via WhatsApp and Facebook made possible by the CCaaS platform, increased patient survey scores and decreased marketing costs. From this point, the customer was able to take another step ahead in their cloud journey by upgrading their cloud-based eFax service through secure messaging and directly connecting with their network of laboratories, which enriched employee satisfaction, increased security and ease of user experience. Consequently, their cloud transition brought great savings and convenience for this medical office.



ABOUT FCX

Firstlight Cloud Xchange is a Manhattan based consulting firm specialized in 8 Cloud Summits – Software & AI, Cyber Security, Cloud Infrastructure, Managed Network Services, UCaaS/CCaaS, Hardware/IoT, FCX Support and Full-Service Integration. For over 20 years, FCX has been a leader in guiding and supporting businesses on their technology journey. Our team works diligently to ensure our clients can select the optimal technology for their business and provides comprehensive on boarding and implementation support.

