

# CBeyond® SUCCESS STORY

## Piedmont Rheumatology Consultants

### The Customer:



**Piedmont Rheumatology,  
Dr. Hayes Wilson**

Piedmont Rheumatology is a specialty healthcare practice which focuses on treating patients who suffer from afflictions such as arthritis, certain autoimmune diseases, musculoskeletal pain disorders and osteoporosis.

Piedmont Rheumatology has been a Cbeyond® customer for many years using Cbeyond's BeyondVoice® service with an analog configuration. With the growth of the practice, the need to communicate with patients more effectively, and to have technology touch points like the Internet and email integrated into the practice's business processes, Dr. Wilson decided the time was right to upgrade his phone system. After consulting with Atlanta-based Enroute Networks, the specialists in LAN/WAN, Internet security and VoIP integration, Dr. Hayes Wilson decided to upgrade to Cbeyond's all-digital BeyondVoice with SIPconnect service and add Cisco's new UC-500 IP PBX phone system.

### The Partners:

Cbeyond, Enroute and Cisco have joined forces to provide one-stop, managed services solutions for practices like Piedmont Rheumatology. Enroute acts as a value-added reseller of both the service and the equipment, performing extensive site surveys and customer interviews to perform a detailed "needs" assessment. Enroute then makes a purchase recommendation on the equipment, service and custom configurations required to meet the needs of the customer. Included in the proposal is a price quote and project time-table for implementation. In this case, Enroute's recommendation was to combine Cbeyond's BeyondVoice® I with SIPconnect service with Cisco's UC-500 IP PBX and new handsets, upgrading both the equipment and the communications services for the practice.

"Enroute performed extensive research and literally interviewed everyone in my practice to ensure the solution they brought to the table would meet our business needs," said Dr. Hayes Wilson. "In fact, the tech they have on staff is an absolute genius with this stuff. He knows how it all works together to provide the most robust and reliable solution I could need. The Cisco system and the Cbeyond service combination have lived up to my expectations and then some."

"When evaluating a communications technology solution that was going to be the core of a complex practice like Piedmont Rheumatology's, we knew this upgrade had to work out of the gates and had to provide the robust features the customer required to be a world-class healthcare provider," said David Hampson, Chief Information Officer of Enroute Networks. "After all, this system is the core by which Dr. Wilson and his staff communicates with patients, insurance companies and other providers. If there was any service interruption or equipment failure, we knew we could lose an important customer. That was why we recommended the Cisco UC-500 solution combined with Cbeyond's BeyondVoice I with SIPconnect. We were able to provide the rich, all-digital feature set the practice needed and expected, while transitioning to the service quickly and efficiently with a minimum of downtime. We knew Cbeyond and Cisco have worked together for years on interoperability and that this service and equipment combination had been certified by both companies. Knowing this, and the fact that Enroute has successfully installed Cisco equipment with Cbeyond's services for years, I had the confidence to propose this solution."

*Cbeyond and Enroute Team Up to Upgrade Piedmont Rheumatology to Cisco's Smart Business Communications System and Cbeyond's BeyondVoice® with SIPconnect service*

### The Cbeyond Solution:

Dr. Wilson's practice uses a BeyondVoice I with SIPconnect, adding BeyondMobile® and several other applications such as Web hosting. Dr. Wilson logs into CbeyondOnline™, Cbeyond's online account management tool to review and manage his account a couple of times per month.

"The honest truth is I probably don't use CbeyondOnline as much as I should. The reason why is Cbeyond has made managing my services so easy, and my monthly communications services expenses so predictable that with auto-billing set up, I never even have to log in and check my bill."

Cbeyond's service has assisted the practice in other ways too. For example, with Cbeyond's scheduled call forwarding, Dr. Wilson was able to replace the practice's expensive answering service which cost \$1,000 per month and required extensive manual overhead to manage. This change translated into \$12,000 in annual cost savings, increasing productivity by reducing the number of after-hours phone calls back and forth with the answering service. Additionally, Piedmont Rheumatology is able to use Cbeyond's reliable network connection to send patient billing information securely to the company that manages billing on the practice's behalf.

Reliable email and Internet uptime were also very important considerations in the services provider evaluation process.

"The reason I am so happy with Cbeyond is their remote troubleshooting capabilities," says Dr. Wilson. "In the past, in the rare instance there was a problem, I would get notified by Cbeyond that they had identified and were fixing a problem even before I was aware that one existed. That gave me the peace of mind to okay the upgrade to BeyondVoice with SIPconnect when Enroute recommended it."

### The Other Value-Adds:

Dr. Wilson says the new solution is even better and easier to use than the last for managing his toll-free 800 numbers, scheduled call forwarding, remote troubleshooting, Web hosting and patient billing. The fact that Dr. Wilson is able to access his email via Cbeyond's Webmail product, means that even when he is off-site or at the hospital, he isn't hampered by firewall or other security in place on that facility's network and can check his email from any computer connected to the Internet. In addition, Enroute configured the VoIP PBX to automatically send emails and pages directly to his BlackBerry® when important voicemails are received; and, a complex auto-attendant directs calls based on user input and time-of-day, to guarantee the caller reaches the right person or department.

Dr. Wilson has recently added Cbeyond's Hosted Microsoft® Exchange service to his practice. "It is one of the best moves that I have made. I now have immediate access and can respond immediately if needed. My voicemail is converted to a wave file and sent as an email so I don't even have to call into the system to access my messages – they get delivered directly to me."



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