

# CASE STUDY – INTEGRATED COMMUNICATIONS SOLUTION

## MISSISSIPPI SPORTS MEDICINE

Founded in 1984, Mississippi Sports Medicine and Orthopaedic Center (MSMOC) is a state-of-the-art six location medical practice treating a wide variety of orthopedic problems and sports injuries. Using the latest surgical procedures and technology, they guide patients through subsequent rehabilitation toward achieving a satisfactory outcome. The Mississippi Sports Medicine Fellowship program brings surgeons from around the world to their facilities to participate in surgical training.

### CHALLENGE

Pat Pipitone, Director of Information Technology, supports a medical practice the size of a small hospital, with an onsite physical therapy center, pool and high-tech media center. Their voice and data services are vital for appointments, insurance filing and multimedia applications so he works to install the latest technology to drive productivity and enable their physicians and staff to better serve patients. However, he became frustrated with his previous provider's lack of response to basic issues and unwillingness to provide personalized service to help them grow. "We are very communications driven for a medical practice," said Pipitone. "Our telephones and Internet are lifelines for us." Deltacom previously sold the practice telephone systems equipment, but a fortuitous patient appointment opened the door to an expanded relationship.

### SOLUTION

A Deltacom account manager who was also a patient saw the opportunity to help MSOC after witnessing firsthand how high call volumes overwhelmed the receptionists. Happy to work with a proactive partner, Pipitone was eager for a change. Deltacom brought MSMOC onto an integrated voice, data and Internet solution with channelized PRI for their main location and largest remote sites. This enabled them to reduce costs for their services, while keeping up with their explosive growth.

"We also utilize a unique call center application for our appointment setting," said Pipitone. "The appointment call center and management reports greatly enhance our customer service experience."

### RESULTS AND BENEFITS

"Deltacom's performance and reliability have been outstanding," commented Pipitone. "I enjoy responsive customer care, and in almost six years, have never had issues with my invoice. The top three benefits for us are dependability, the personal, consultative approach of our account manager and team, and the ease of dealing with a single provider."

MSMOC is keenly focused on upgrading equipment and technology. Their unusual needs, such as video connectivity for their operating rooms, training facility and their media center, enables them to share information about new procedures and prosthetics with surgeons locally and worldwide. The practice appreciates that their Deltacom account manager keeps them abreast of the newest options so they can stay a step ahead.

"It's a long-term relationship, so we are happy to serve as a reference for Deltacom to help them grow their customer base the way they have helped us grow our practice," said Pipitone.

## MISSISSIPPI SPORTS MEDICINE: A DELTACOM CUSTOMER



"I was looking for a responsive partner able to get things done, and Deltacom continues to be a great fit. It's the people who make the difference, as we know our account manager and technicians personally. I'm a single-supplier kind of guy, and know I can always count on their help."

– Pat Pipitone, Director of Information Technology, Mississippi Sports Medicine

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