

CASE STUDY – LOCAL CUSTOMER CARE IS KEY

MEDICAL CENTER LOWERS COSTS WITH DELTACOM

New Hanover Regional Medical Center (NHRMC) is a not-for-profit healthcare system serving southeastern North Carolina and northeastern South Carolina. A teaching hospital, regional referral center, and Level 2 Trauma Center, NHRMC is dedicated to providing a wide range of healthcare services.

Voice communication is key in the healthcare industry. “If telephone service goes down for more than 15 minutes, patient care could potentially be impacted,” explained Richard Cheshire, Director of Ambulatory and Affiliated IS Operations for the medical center. “That’s why we began to analyze cost and reliability of our local voice service when I joined the medical center staff.”

CHALLENGE

Following Cheshire’s analysis, NHRMC issued a request for proposal for local telephone service. “The current provider came back to us with the same rates,” Cheshire said. “To make matters worse, they no longer offered local representation or support services, which meant lengthy resolutions for all issues.” Then Cheshire met the local Deltacom sales representative.

SOLUTION

Two issues sealed the deal for Deltacom. “First, local representation is hugely important,” Cheshire said. “I had lost that single point of local contact with the previous provider, yet Deltacom could offer local sales and support.”

The second item was cost savings. “It was frustrating to watch our rates remain the same or increase over the years with the previous provider,” he continued. “They had no interest in helping us reduce our expenses. Deltacom offered an initial three-year contract that saved us a considerable amount each year. This contract covered both New Hanover Regional Medical Center and Cape Fear Hospital.”

The partnership between Deltacom and the medical center continues today. “We have never experienced any significant downtime,” Cheshire said. “That’s why it made perfect sense for Deltacom to provide our long-distance service as well. Their willingness to provide a bundled, financially competitive and reliable solution, coupled with local representation, made the decision easy in 2009.”

RESULTS & BENEFITS

Cheshire cites three major benefits of working with Deltacom. The primary benefit is reliability because it is critical to patient care. “We’ve always experienced very reliable telephone service, with no major outages. This is essential for day-to-day operations.”

Local representation is the second benefit. “I can’t stress enough how important local representation is for our organization. Voice service is a critical part of patient care; therefore, a critical objective has always been to have a single point of contact that will respond immediately to an issue. The Deltacom rep is great about that.”

The third benefit is cost savings. “Deltacom never rests on its laurels,” Cheshire said. “Instead, they find ways to stay competitive, while still providing the same level of great service. In fact, by bundling local and long-distance services, our total telecom spend decreased significantly.”

NEW HANOVER REGIONAL MEDICAL CENTER: A DELTACOM CUSTOMER



“Voice service is the primary mode of communication in the healthcare industry. Deltacom provides us with the reliability we need for continuous day-to-day operations.”

– Richard Cheshire, Director of Ambulatory and Affiliated IS Operations of NHRMC and a Deltacom Customer since 2000

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