A Guide to Cloud-Based Communications for Healthcare CIOs

A CBTS White Paper

UCaaS delivers Security, Availability, Survivability, and Flexibility in Health Care

Healthcare CIOs can sum up their priorities in one word: Everything.

Integrate acquisitions. Offload divestitures. Ensure network availability and survivability. Support mission critical applications. Help facilitate patient satisfaction. And, of course, keep the phones up and running.

Their IT staffs aren't getting any bigger. And the regulatory environment just keeps getting more complex. Solutions are critical – but so are IT partners who understand the unique healthcare landscape and can complement internal IT resources through managed services.

CBTS has extensive experience partnering with world-class healthcare providers, including multi-site, multi-location providers with thousands of employees. We're helping healthcare CIOs solve common pain points through technology including our Cisco-based Hosted Enterprise Unified Communications (Hosted Enterprise UC) that is designed for complex, heavily regulated operating environments.

Hosted Enterprise UC, combined with CBTS' deep roster of managed services expertise and technical talent, helps healthcare CIOs and their IT organizations:

- Navigate M&A activity.

- Deliver value-added services that increase patient satisfaction.

- Leverage next-generation collaboration tools to improve patient outcomes

- Support basic but essential services like voice that executive leadership can easily take for granted.

USERS DEMANDS

- **Instant connectivity:** Empower patients, providers, and researchers to collaborate – anytime, anywhere.

- **Constant mobility:** Streamline communications within care teams and with specialists around the world.

- **Interopability:** Work with third-party devices and applications.

Communications, covered.

CBTS understands that you need ...

... The Ability to Grow with Mergers and Acquisitions

As healthcare organizations consolidate, their IT staffs are left to manage disparate telephony equipment. CBTS recently built and today manages a Cisco-based unified communications solution for a large, 33,000-employee, multi-state and multi-location healthcare provider that is growing quickly through acquisition. The CBTS solution streamlined the client's existing telephony operations, and will support the client as it continues to add additional locations. Hosted Enterprise UC can do the same for your organization.

... To Replace Aging and Diverse Infrastructures

CBTS has deep relationships across multiple vendors in the telephony space, and consequently has extensive expertise in managing disparate telephony systems. This means CBTS can work with internal IT organizations to design and manage the transition from legacy infrastructure to cloud-based solutions like Hosted Enterprise UC without negatively impacting the organization.

... High Availability and Survivability

Large healthcare organizations require flexible technologies to meet the specific needs of internal departments. Hosted Enterprise UC will deliver a broad, holistic voice solution for the organization, but CBTS knows that voice is a mission-critical application in acute-care facilities, which require dedicated infrastructures that support always-on internal connectivity. CBTS has the expertise to design, implement, and help manage this on-premises infrastructure even as other parts of the organization move toward a cloud-based unified communications solution like Hosted Enterprise UC.

... To Support Healthcare Applications

CBTS understands that voice isn't the only mission-critical application in the healthcare space. Hosted Enterprise UC is designed to complement applications including Vocera, which connects doctors, nurses, and care teams, and Nurse Call Systems. CBTS will configure Hosted Enterprise UC to meet your existing environment needs, and also support new collaboration tools such as Cisco's TelePresence, which allows doctors in multiple locations to support a single patient through video conferencing without leaving the office.

... To Provide a Secure Environment

Hosted Enterprise UC protects Electronic Patient Health Care Information (EPHCI) through several mechanisms. Patient voice mails that could potentially include EPHCI are encrypted in transit and encrypted at rest. Hosted Enterprise UC does not allow users to download voice mails or forward them. Additionally, CBTS' managed services network is HIPAA and PCI compliant. And CBTS engineers who work on Hosted Enterprise UC regularly undergo EPHCI training.

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IT DEMANDS

Comprehensive solution sets: Fit any learning style, budget, or IT environment.

Ease of integration: Deploy software, hardware, and the network – all designed to work better together.

Flexibility and scalability: Deploy solutions from the cloud, on premise, or through a hybrid combination.

Communications, covered.

Optimized Communications Performance for Health Care

CBTS has been hosting and managing Unified Communications as a Service (UCaaS) solutions for large enterprise organizations – including multiple Fortune 500 companies – across industries for nearly 20 years. Health care is one of the many industries CBTS supports. Our solutions enable healthcare organizations to deliver quality care, improve operational efficiency, mitigate risk, and reduce costs.

CBTS is a Cisco Gold Partner, and is certified to offer every one of Cisco's product lines. Hosted Enterprise UC includes the full suite of Cisco Unified Communications applications: telephony, messaging, Enhanced 911, softphone, instant messaging and presence, video, collaboration, conferencing, and more - all available as a cloud-based service.

CBTS' managed network expertise and technical talent allows us to configure Hosted Enterprise UC to meet the operating, regulatory, and security needs of large, complex health care organizations. To learn more about Hosted Enterprise UC from CBTS, email us to UCaaS@cbts.net.

Hosted Enterprise UC
Helps break down the barriers to better care.

Communications, covered.