A guide to cloud-based communications for healthcare CIOs

cbts

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 tens of thousands of employees. We're helping healthcare CIOs solve common pain points through technology including our Cisco-based Hosted Enterprise Unified Communications solution that is designed for complex, heavily regulated operating environments.

Hosted Enterprise UC (HEUC) is built on a secure, reliable, and flexible platform. When combined with our deep roster of managed services expertise and technical talent, HEUC 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 mission critical services like voice that executive leadership may lose sight of.

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 manages today, 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. CBTS 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 UCaaS without negatively impacting the organization.

User 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.

Interoperability: Work with third-party devices and applications.

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 premises, or through a hybrid combination.

Free up staff: Focus resources on innovating for business initiatives, not managing communications.

High availability and survivability.

Large healthcare organizations require flexible technologies to meet the specific needs of internal departments. CBTS will deliver a broad, holistic voice solution for the organization, but we know 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.

To support health care 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 Information (ePHI) through several mechanisms and strict configuration guidance for healthcare providers. For example, patient voice mails and call recordings that could potentially include ePHI are encrypted in transit, encrypted at rest, and cannot be downloaded to prevent external and unauthorized access. Additionally, Hosted Enterprise UC is HIPAA, PCI, and SOC 1 compliant, and CBTS engineers who work on the CBTS UCaaS solution regularly undergo compliance training.

About CBTS

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 the first Cisco Cloud and Managed Service Master Provider to earn designations for all strategic powered solutions. Hosted Enterprise UC includes the full suite of Cisco Unified Communications applications: telephony, messaging, enhanced 911, softphone, collaboration, video conferencing, conferencing, and includes Informacast emergency notification with every profile—all as a cloud-based service.

The CBTS managed network expertise and technical talent allow us to configure the solution to meet the operating, regulatory, and security needs of large, complex health care organizations.

Health systems depend heavily on phones, and clinicians must be able to communicate internally if the Internet links are down. CBTS has 20+ years of partnership with hospital systems across North America. These partnerships inform the design of all of our products to include building local survivability into our hybrid UC solution.

—*Dustin Leek*
  CBTS Healthcare Practice
  Principal, former Healthcare CTO

CISCO
MASTER SERVICE PROVIDER

To learn more about CBTS Healthcare Practice, **contact us today.**