

A Access

A business telecommunications update from Socket

Family Health Center

Exceeding healthcare standards
with cutting-edge technology

- Also in This Issue:*
- Never miss another call
 - Is your VPN underperforming?
 - Your phone bill could use a checkup



At a Glance

www.fhcmo.org

About FHC:

- Five locations and 75 employees.
- Provides healthcare to all patients, regardless of insurance.
- Meets medical, dental, and mental healthcare needs.

Socket Services:

- Wide Area Network (WAN)/MPLS at four locations
- Local and long-distance telephone
- Primary Rate Interface (PRI) circuit
- 100 Direct Inward Dial (DID) numbers
- Dedicated high-speed Internet connection

Featured Client

Family Health Center

A non-profit healthcare organization keeps patients healthy with seamless connections.

Healthcare for all. Family Health Center was founded in 1992 in Columbia, MO, to provide healthcare to the uninsured and underinsured. Many of these patients formerly relied on the emergency room for healthcare services.

Today, Family Health Center has expanded to provide medical, mental and dental care to all patients, including those with insurance. As a federally qualified, non-profit health center, Family Health Center must adhere to strict guidelines, providing care at or above the level of a for-profit physician's office.

Outgrowing old services.

Once Family Health Center's vision came to life in Columbia, the board of directors acquired clinics in Salisbury, MO, and Marceline, MO. Dental clinics were also opened in Columbia and Salisbury.

"One of our biggest challenges is that we want to meet the needs of more patients in more communities," said Steve Long, director of planning and development. "However, as a non-profit organization, we have a limited amount of funds to accomplish our goals."

Connecting the organization's five locations and 75 employees efficiently and affordably became increasingly important, as did keeping up with expanding medical technology. More records and images were transmitted electronically, and doctors began to consult with one another via video-conferencing. Employees craved faster upload and download speeds. Furthermore, disjointed telecom services and bills from multiple providers were taking their toll.

A stronger network for less money.

When the time came to take a look at its technology, Family Health Center turned to Socket, who proposed a solution to save money on voice and data services. They also offered stronger connectivity and personal support.

"It's so much easier to call Socket's Business Center than to navigate complex phone trees when I have a question," said Wade Greene, information technology manager. "I know the techs, and I know they'll help me when I have a problem."

Socket also provided call failover for the organization's 100 voice lines. This means in the event of a move, cable cut or other temporary outage, calls are automatically rerouted to employee cell phones or other designated numbers. This not only ensures all important patient calls will be received, but it is also a requirement for the organization to maintain its status as a federally qualified, non-profit health center.

"I know the techs, and I know they'll help me when I have a problem."

WADE GREENE
INFORMATION TECHNOLOGY MANAGER

Socket also upgraded Family Health Center's Wide Area Network. The organization's locations are now seamlessly integrated, enabling faster connection speeds and enhanced reliability.

Looking ahead.

Family Health Center hopes to expand service offerings and possibly open new clinics in the years to come. Fortunately, Socket is along for the ride as its trusted telecommunications partner.

"As a community-based provider, we go where the need is," said Long. "As we do that, we're confident Socket will go with us, too."

Automatic Call Failover

It's for you...



Kurt Bruemmer
Director of Operations, Socket

Even power outages or unpredictable weather can't stop you from answering the phones.

Is your VPN underperforming?

It might be time to upgrade to a T1.

As telecommuting becomes more common and busy employees travel to visit clients or vendors, VPN (Virtual Private Network) technology is increasingly used to stay connected to the workplace.

Many business VPNs can receive a big boost with an upgrade from DSL or cable to a T1 connection.

Increase upload speeds.

Many employees send or upload files to colleagues or other offices when working via a VPN. A DSL or cable connection often cannot offer adequate upload speeds, resulting in network slowdowns.

However, a T1 offers faster and more consistent upload speeds to ensure smooth file transfers and better VPN performance.

As technology develops and communication becomes more rapid, customers are demanding immediate answers to questions and requests. Reliable telephone services are crucial to meeting expectations.

Expect and plan for outages.

Despite the best efforts of a business and its telecom provider, problems do arise. Phone system maintenance, moving an office, a power failure or inclement weather can all disrupt telephone service.

An organization that depends on telephone communication could lose a lot of money—or even customers—when an extended outage occurs. Since it is impossible to prevent all outages, businesses should focus on preparing for them with automatic call failover.

Improve reliability.

Because a T1 connection is more stable and reliable than cable or DSL, a VPN over a T1 connection will experience fewer lags and outages.

When several employees work heavily through the VPN, this enhanced reliability can significantly improve productivity and reduce the amount of time employees spend waiting for network problems to be resolved.

Connection speeds are also more consistent and reliable over a dedicated T1 connection.

For a free quote on a T1 for your business, call Socket at 1-800-SOCKET-3 or visit www.socket.net/quote.

Reroute calls.

Automatic call failover helps a business immediately reroute calls in the event a telephone number is temporarily out of service.

Calls can be sent to another office, cell phone, auto-attendant or voice mail system. This allows business to function as seamlessly as when service is functioning properly.

Because the temporary rerouting occurs automatically and stops when service is restored, customers never know they are actually calling another location.

Socket can help your business ensure no important calls are missed. For more information on automatic call failover, or to request a quote, call 1-800-SOCKET-3 or go online to www.socket.net/quote.

About Access

Access is published by Socket as a service to its clients and other Missouri businesses. It is intended to provide general information concerning telecommunications and related topics.

For more information about the subject matter covered, or to determine its applicability to your specific business, please contact Socket at:

1-800-SOCKET-3
www.socket.net/Access

Socket provides bundled voice, data and Internet services to area businesses and residents.

Founded in Columbia, MO in 1994, Socket now covers the largest service area throughout Missouri with competitive telecommunications.

Your phone bill could use a checkup.

Four common errors to look for.

Approximately 92% of businesses have errors on their telephone bills, according to Telemangement Inc. To make sure your business doesn't become a statistic, keep an eye out for these common problems:

1 **Incorrect or unnecessary services.** Make sure you aren't being charged for services you canceled or did not request. If you have made upgrades or changes, make sure former charges were removed from your bill.

3 **Taxing errors.** If your business qualifies for tax exemptions, make sure this is reflected on your bill. Be sure local and municipal taxes are appropriate to your area and that any discontinued taxes or fees are removed from your bill.

2 **The wrong services.** Sometimes a business can outgrow its telecom services, and a switch to a different service or provider can save money and improve performance. Assess your bill and be sure your current services still fit your needs.

4 **Unauthorized charges.** Keep an eye out for fraudulent charges resulting from slamming, cramming and other phone scams. Examine employee calls to directory assistance, international and 900 numbers, and establish policies to limit or restrict those calls.

If your phone bill could use a checkup, contact Socket for a FREE phone service review. We'll even offer a competitive quote. Start by calling 1-800-SOCKET-3 or requesting a quote at www.socket.net/quote.

Socket offers a custom-made, competitive quote for your business's voice, data and Internet needs. Just fill out our fast and easy form online at www.socket.net/quote or give us a call at 1-800-SOCKET-3 (800-762-5383).



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