BUSINESS solutions

Expanding Technology, Improving Health Care

Kristin, Registered Radiologic Technologist at Community Hospital of Staunton, with Aynslie, daughter of Whitney, Madison Customer Care Specialist

Madison communications

SMART RURAL COMMUNITY

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INSIDE CONTENTS

BUSINESS
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Welcome to the first issue of *Business Solutions.*

Madison Communications has created this quarterly publication to provide valuable information to our business customers. You can expect these issues to cover topics that affect your company and provide examples of how our communications services can be a part of your success and growth.

We start on page 3 with **Taking the Pulse of Health Care Technology**. Hospitals and other medical facilities are increasingly dependent upon a fast and reliable internet connection to do their work, and Madison Communications is pleased to help meet this need.

Continuing with this health care theme, we share a **Business Spotlight on Community Hospital of Staunton** on pages 4 and 5. Years ago, the bandwidth requirements of transmitting the larger image files of a new CT scanner led to a partnership with Madison Communications to install a Fiber-To-The-Premise connection. We continue to work with Community Hospital to provide advanced internet and phone solutions.

Also in this issue, you'll learn reasons to **Stand Up for Health and Productivity** on page 6 and how **Investing in Entrepreneurial Education Pays Off** on page 7.

We're here to provide the communications services you need to enhance productivity, efficiency, and collaboration. Contact us for more information and professional advice.

Sincerely,

The Madison Team
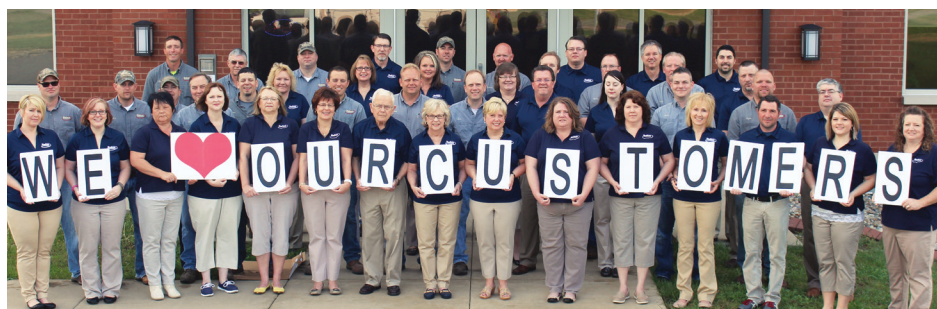
Taking the Pulse of Health Care Technology

How new tools are improving patient health and provider efficiency

As in many industries, professionals in health care have found themselves increasingly dependent on technology. Many of the latest methods for maintaining optimal health are dependent upon a fast and reliable internet connection. Both health care providers and patients benefit as new advances in medicine make it easier to give and receive medical care. Here are just a few of the technologies:

Electronic Health Records

As the health care industry shifted from paper to electronic health records, much of this data has been stored on-premise within healthcare facilities. Now another shift is taking place—storing these records offsite on cloud-based platforms, allowing professionals to easily and securely view them from any internet-enabled device. Another benefit is the expanded capacity of cloud-based storage, which permits more complete records on each patient to be stored.

Tablets

Many health care providers have adopted tablet computers as their go-to tool for a wide variety of uses including recording and reviewing patient data, accessing drug databases, scheduling patient appointments, and communicating with patients and other providers. With tablets, providers can spend less time on paperwork and more time delivering quality care to patients.

Remote Patient Monitoring

Patients can wear or use devices that monitor their physical condition and send data to their medical practitioners at primary care clinics, hospitals, nursing units, and other health care facilities. Health data collected in this manner includes weight, blood pressure, blood sugar, blood oxygen levels, heart rate, and electrocardiograms. Professionals can use this information to ensure their patients' treatment plans are on track or adjust as needed. In addition, patients can use it to monitor themselves and become more proactive in their own care.

Telemedicine

Remote access to health care services is on the rise and can be used in a variety of ways. One is to share files, test results, and other data via secure email platforms; in this case, the health care provider and patient can be interacting with the information at different times. The other is for the provider and patient to communicate in real time using audio and video conferencing. Telemedicine can help patients in isolated areas gain access to medical specialists in larger communities.

Madison Communications is dedicated to ensuring that health care providers—as well as our customers in other fields—have the communications services they need to take advantage of today's technology. Call 800-422-4848 to learn more.

Community Hospital of Staunton
Broadband technology helps keep health care close to home

Community Hospital of Staunton was first envisioned in the 1940s by local coal miners who were concerned that the nearest hospital was 20 minutes away in Litchfield. The miners understood the importance of local health care since speed is vital when treating injuries. Since opening in 1951, Community Hospital continues to provide services to local residents, thanks in part to a fiber network from Madison Communications.

A nonprofit, nondenominational hospital, it currently includes 25 beds and maintains medical/surgical units and multi-bed special care units. Twenty-four hour emergency care is available 365 days a year, and nurses are specially trained in cardiac life support, trauma life support, and specialized pediatric care.

Community Hospital also provides specialty services for the following: Audiology, Cardiology, Pulmonology, Dermatology, Obstetrics/Gynecology, Ophthalmology, Orthopedics/Sports Medicine, Podiatry, Urology, Oncology, and Wound Care. It is one of only two hospitals in Macoupin County and is the second largest employer in Staunton with a total of about 150 full-time and part-time employees.

New CT Scanner Needed New Network
As an Illinois Critical Access Hospital, Community Hospital was required in 2008 to expand its remote diagnostic ability in order to transfer digital imaging to larger hospitals and clinics in Springfield. As a result, it installed a new 64-slice CT scanner, which produces larger data files with dramatically higher quality and diagnostic capabilities than the previous CT scanner.

Sue Campbell, CEO of Community Hospital, explains, "Back in 2008, the bandwidth limitations of our shared T-1 connection made it insufficient for use with the 64-slice CT scanner. The time required to transmit its large image files to remote diagnostic labs was too long and not acceptable."

Partnering With Madison
To address this challenge, Community Hospital worked collaboratively with Madison Communications to install a Fiber-To-The-Premise connection. This fiber infrastructure eliminated network congestion and enabled fast transmission

of large image files. It also allowed more optimal use of electronic health records and teleconferencing, provided Wi-Fi connectivity throughout the hospital, and prepared for future advancements in health care technology.

Campbell notes, "Part of the process of upgrading our network was to better understand what we had and what our options were. The team at Madison Communications, including IT Director Jerry Davis, invested the time to educate us on the options and upgrades that would be necessary to use the faster connection in the most efficient way. The process took place over several months and at the end of it, we found that not only were the new CT scans able to be transmitted quickly, we had access to high-speed internet for other applications."

Benefits for Patients and Staff

How has the fiber network benefitted Community Hospital patients? She replies, "We all know that technology is at the core of our lives today. Our patients have better care because our providers have access to better diagnostics and our equipment is accessible by experts in remote locations. Our patients also enjoy a wireless network in the hospital to pass the time. None of these things would be possible without the fiber network from Madison."

> " Our patients have better care because our providers have access to better diagnostics and our equipment is accessible by experts in remote locations."

— SUE CAMPBELL, CEO, COMMUNITY HOSPITAL OF STAUNTON

In 2014, Community Hospital was approved to undergo a much-needed major renovation and expansion project partially funded by a USDA Rural Development Loan. Madison Communications worked directly with the hospital in the planning, design, and development of all network elements for its communication needs.

Volunteers Doris (left) and Betsy work at the front desk, greeting people and giving directions.

"A hosted PBX system from Madison was a key part of this overall modernization project. The new phone system provides many timesaving features for hospital staff and can be easily monitored and maintained in-house. Again, the Madison team helped us consider our options and when the time came for implementation, Madison was there as a partner. Their team is knowledgeable, professional, and most importantly, focused on the success of Community Hospital," says Campbell.

What is a Virtual Private Network?

Some businesses consider their Virtual Private Network (VPN) to be as important as their internet connection. But what is a VPN? A computer network is two or more computers linked together. In the past, this configuration was only possible if the computers were physically close together. A virtual network links together computers in separate locations, and this type of network is private because, unlike other types of internet connections, it doesn't involve going through a third-party provider.

VPNs can be used in a variety of ways:

- Connecting data centers in two or more locations.
- Sending and receiving information securely.
- Enabling remote workers to securely access company servers.
- Conducting business from international locations.

Is your business a strong candidate for a VPN? It may be if you deal with highly sensitive information, have multiple locations, or employ remote workers or workers who travel frequently.

For information about how Madison Communications can set up a VPN for your business, call our business team at 800-422-4848.

Tonya, Customer Care Specialist

Stand Up
for Health and Productivity

Sitting less during the workday can result in significant benefits

"**S**it down and get to work." You probably remember teachers saying that during your school years. But was it the best advice? Some research suggests that long periods of constant sitting inhibit circulation and flexibility, decrease attentiveness, and slow the body's calorie-burning mechanisms. It's even been dubbed the Sitting Disease. The 50 or more hours spent sitting each week are now a hot topic for medical experts interested in inactivity physiology, and now some experts say there are links between sitting and obesity, diabetes, and heart disease.

This information has led more companies to offer employees the option of working at a standing desk. The idea isn't new; history features many prominent standing desk users including Thomas Jefferson, Ernest Hemingway, and Winston Churchill. However, the trend is catching on as more people experience the health and productivity benefits of working while standing.

A case in point: Some Madison employees have recently begun using a standing desk, including Tonya, Customer Care Specialist. She notes, "It gives me relief from my back pain to stand instead of sit all day."

Even if you don't want to invest in standing desks at your company, there are other ways to incorporate more standing into the workday:

- **Stand up while talking on the phone.** Doing so helps many people stay alert and adds energy to their voices—particularly useful during sales calls.

- **Have stand-up meetings.** It's almost guaranteed that these meetings will take less time; when standing, people tend to get to the point more quickly.

- **Take regular activity breaks.** It can be as simple as getting up every hour for a five-minute walk around the hallway or a few trips up and down the stairs.

The bottom line (pun intended) is this: Employees who are more sedentary have been found to be less productive. Is it time for your company to stand up and take notice?

Investing in **Entrepreneurial Education** Pays Off

Macoupin County CEO Program benefits local students and communities

CEO typically means Chief Executive Officer. But in the case of the Macoupin County CEO Program, it stands for Creating Entrepreneurial Opportunities and represents a year-long course for high school students to gain business development experiences.

Students visit area businesses, learn from guest speakers, participate in a class business, write business plans, and start and operate their own businesses. In the process, they work on the critical skills of problem-solving, teamwork, self-motivation, responsibility, higher-order thinking, communication, and inquiry.

From Students to Professionals

Facilitator Pete Visintin, notes, "The 2016-2017 school year is the first one for the Macoupin County CEO Program. It took several years of hard work for our board members to get the program off the ground. Our goal is to transform high school students into seasoned business professionals armed with valuable, relevant business experience and a large network of professional contacts when they walk out the door on the last day."

> **The Macoupin County CEO Program teaches students the business lessons all of us wish we'd been taught in high school."**
>
> — PETE VISINTIN, FACILITATOR, MACOUPIN COUNTY CEO PROGRAM

This transformation process is already taking place. Examples of businesses the students are starting include plasma-cut metal signs, upcycled apparel, custom party kits, handmade jewelry, and an event DJ service.

Investors are Key

Madison made a three-year investment in the Macoupin County CEO Program, which involves financial support as well as a commitment to provide site tours, guest speakers, and mentor relationships. There are more than 30 investors in the program, all key to its success.

"Our CEO Program is entirely privately funded by socially responsible businesses and individuals who care about the development of their communities and youth. The investors make it possible for the students to have this unique experience—a huge asset to local economic development at a grassroots level. It's highly likely that some of them will own and operate successful businesses in their home communities in the future," says Visintin.

Real-World Challenges

He adds, "The Macoupin County CEO Program teaches students the business lessons all of us wish we'd been taught in high school. It's a chance for local youth to get real-world entrepreneurial experience before they graduate and greatly accelerate their level of success in their chosen career fields. The feedback so far from students is that the program was difficult at first; it forces them to get outside their comfort zone, put themselves out there, and take chances they wouldn't normally take. But now that they've had time to work on their businesses and develop their ideas, they're glad to be participating."

Community members can get a peak at the work of these young entrepreneurs at the class trade show on Saturday, April 22 at Cross Church in Carlinville. To learn more, visit www.macoupinceo.com.

Save With a Business Bundle

You can save a bundle of money when your business gets phone and internet services from Madison. Ask us about our new business bundles with internet speeds up to 100 Mbps.

For details on pricing and availability, call 800-422-4848.

Put Our Team to Work for You

The Madison sales team is committed to helping your business get the right communications services to meet your needs. Contact them at 800-422-4848 or infomtc@madisontelco.com to get your questions answered.

L to R: Front - Zina, Whitney, Lisa, and Beth. Back - Sheila, Tonya, and Dawn.

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