



CASE STUDY



HOPEWELL HEALTH CENTERS

Industry: Healthcare

Organization: Hopewell Health Centers

Hopewell Health Centers, Inc. is an integrated health care organization, Federally Qualified Health Center, and Community Health Center that has been serving southeastern Ohio for over 40 years. Its mission is to provide access to affordable, high-quality, integrated health care for all.

The organization offers a wide range of services, which includes comprehensive behavioral healthcare, primary healthcare, dental healthcare and early childhood services. Clinics are located in several counties including Athens, Gallia, Hocking, Jackson, Meigs, Perry, Ross, Vinton and Washington.

Glo Fiber Business Solution:



Fiber Broadband

"Like all healthcare providers, Hopewell worked to integrate technology into its services and adopt electronic medical records," said CEO Mark Bridenbaugh. "But networking its offices and getting access to high-speed internet service was always a problem. There were no providers that serviced Hopewell Health Centers' entire geographic footprint, which meant the healthcare company was forced to leverage an extensive mix of providers that offered varying levels of service. It cobbled together its data network with a mixture of DSL, business class cable and T1 lines, which made day-to-day performance from office-to-office highly variable."

Business Challenge

It's the challenge facing nearly any organization attempting to serve multiple small and geographically dispersed population centers: How do you make the economics work without sinking too many resources into operational costs?

In southeast Ohio, a mostly rural area in the foothills of the Appalachian Mountains, Hopewell Health Centers faced the challenge of providing greater access to health care and mental health services for an underserved population while meeting federal mandates for electronic medical record keeping. To succeed required access to essential data services that are often lacking or cost prohibitive in rural areas.

An integrated health care organization, Hopewell Health Centers had a mission to provide access to accessible, trusted services, including comprehensive behavioral, dental, and primary health care. It is one of the very few providers in Ohio's Appalachian region, providing care to a historically underserved population. Its 15 locations service a region that is roughly the size of Rhode Island, and its health care providers see approximately 31,000 patients annually. Prior to Hopewell Health Centers' recent expansions, the biggest impediment for patients in the region trying to get care was their distance from a healthcare provider.

Latency was another issue. There were periods where it would be okay, but then tank in the afternoon with inferior upload speeds. Latency was making electronic patient records almost impossible to move forward with the network was only good for some billing and some scheduling.

The Glo Fiber Business Solution

With the help of a partner willing to provide customized fiber optic network solutions, Hopewell has not only been able to deliver expanded services to more patients — it's also realized operational savings.

Hopewell Health Centers' situation changed in 2012 when Glo Fiber Business began installing a fiber optic network in southeast Ohio. Working with local, state and federal governments, Glo Fiber Business installed approximately 4,500 miles of fiber optic cabling, connecting the region's schools, businesses and healthcare operations with a network that can provide virtually unlimited speed. For a healthcare provider with offices scattered across a large geographic region, the potential of a fiber optic network that connects all its offices and allows them to share medical records was the solution Hopewell had been looking for.

"When we started working with them, we saw very early on that our connectivity was always consistent," Bridenbaugh said. "And on the few occasions where something on the network went down, they usually told us about it and had it fixed before we even noticed."

Results

The fiber optic network that Glo Fiber Business connected to Hopewell Health Centers' offices bumped data transfer rates up from 5 megabits per second (Mbps) to 100 Mbps. That allows the 15 clinics to not only meet the original goal of network-wide record sharing, but also to generally make its operations run smoother. Thanks to the fiber network, Bridenbaugh said his operations have taken advantage of voice over IP phone service, used video conferencing and even offered more healthcare services to more people.

"With videoconferencing, we can offer more mental health counseling to our patients because they can connect with psychologists and psychiatrists who have offices further away," Bridenbaugh said. "We've been able to open new offices without having to worry about our time being eaten up by tech issues. Our people can just focus on their jobs. And we're getting better service at less cost than we were before."

It's not just about the network either; with Glo Fiber Business, Bridenbaugh said his clinics have gained a provider they can count on.

"They understand our challenges," Bridenbaugh said. "It's a refreshing change from when you usually have to speak with service providers who are outside the region, live elsewhere and just don't get it. Now, when Hopewell considers a new office it gets Glo Fiber Business involved at step one. It's really become a partnership."

"We are proud to partner with organizations like Hopewell Health Centers that are critical to the communities that we serve. Our work connecting these clinics and allowing this organization to provide the best care possible by connecting patients and providers over our network drives us to be the best possible partners," said Glenn Lytle, SVP of Commercial Sales for Glo Fiber Business. "Our goals are to help them continue to build their capabilities and improve the way they operate to provide the best possible care."



Key Benefits:

- 100% state-of-the-art fiber optic network
- Customized network and connectivity solutions for multiple clinic locations, backed by 24/7/365 local support
- High-speed connectivity enabling telemedicine offerings, network-wide record sharing and smooth operations
- Network partnership solving technical challenges before they even arise

To learn more about additional Glo Fiber Business solutions, visit glofiberbusiness.com



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