

CASE STUDY

SCHENECTADY RADIOLOGISTS, PC (SRPC Medical Imaging)

THE OPPORTUNITY

Schenectady Radiologists, PC (SRPC Medical Imaging) is a quality medical imaging services provider, operating imaging centers in Niskayuna and Guilderland, New York, as well as local hospitals since the 1970s. The physicians of SRPC are widely respected for their expertise and for leveraging the best technology available in order to provide comprehensive services delivered in a comfortable setting to their clients. Notably, SRPC was the first imaging services provider in the region to install an open MRI in a bright, sun filled room designed to put patients at ease. It was also the first to offer TV in a high-field open MRI which significantly reduces anxiety for claustrophobic patients.

Known for caring for their patients like they care for their own families, the SRPC staff is constantly working hard to meet the varying needs of all patients. In an effort to stay true to the Company's mission of providing the best imaging technology in a relaxed setting, SRPC required a more robust, private wide area network (WAN) architecture that could create a real-time, collaborative environment for its physicians that was secure, reliable and affordable so that the organization could process, review and store scans quickly and efficiently.

At the time of its search for a better solution, the copper-based network SRPC was using was not able to keep up with needs of SRPC. With two free-standing imaging centers and facilities in the local hospitals, SRPC sought a solution that would increase its network capacity and, more importantly, allow for seamless upgrades in the future. It also required a provider that could easily enhance its internal infrastructure (workstations) by connecting its offsite locations via a fiber-based network.

"With FirstLight's Ethernet service, SRPC is operating more efficiently. The service allows our practice to do more readings, and the connectivity between our offices and external work stations is instantaneous; our doctors can be anywhere and easily access the images they need."

James Mooney, Administrator for SRPC Medical Imaging



"Today's medical community is fast-paced and relies on technology to ensure both timely and accurate results," commented James Mooney, Administrator for SRPC Medical Imaging. **"We were in search of a solution that would better serve as a totally functional system in terms of bandwidth and scalability. This network needed to provide flexibility and the ability to curb expenses associated with bandwidth provisioned that we did not need. That versatility was highly important in our search for the right provider."**

As such, SRPC consulted with several communications providers whom they believed could potentially help the Company achieve its network goals. Among the vendors evaluated were SRPC's then-current network provider, and FirstLight Fiber, a local facilities-based telecommunications service provider operating fiber optic networks in Upstate New York and Northern New England with connectivity to Canada.

"Having been with our former provider for more than five years, I was very skeptical about switching companies," commented Mooney. **"But coming across FirstLight in my research, I was pleasantly surprised with everything they had to offer, including the way the team, including its very own CEO, addressed each one of my concerns in a very professional and personalized manner."**

Mooney and his team found that the solution proposed by FirstLight completely met SRPC's requirements. FirstLight offered a fully functional system, complete with the bandwidth and scalability needed. "I loved that I had the ability to simply make a phone call to turn up our bandwidth or dial it down; paying for just what we needed, and knowing that they can increase our bandwidth when the time comes," said Mooney. SRPC's previous vendor did not allow for such scalability, and the previous network didn't have the bandwidth required to support SRPC's image intensive data.

THE SOLUTION

Ultimately, SRPC chose FirstLight's Metro Ethernet service. FirstLight's dedication and personal attention to SRPC's specific needs and concerns, along with the Company's comprehensive portfolio of fiber-based telecommunications services, were strong factors that contributed to SRPC's final decision. Choosing FirstLight enabled SRPC to experience significant time- and cost-savings in comparison to its previous copper-based solution. Above all else, the solution greatly enhances SRPC's data transmission process between imaging centers and the radiologists' offices.

"Fiber-based solutions are definitely the right solution for healthcare, as companies like SRPC require rapid delivery of digital images and test results, along with a secure way to store this highly confidential information," said Patrick Coughlin, Senior Vice President of Sales and Marketing of FirstLight.

“FirstLight’s Metro Ethernet service is the reliable, scalable solution SRPC needs to provide the best service for its patients, and the network will easily adapt as their bandwidth and technology requirements evolve.”

“With FirstLight, I am confident that we have the network that not only meets our needs today, but one that will scale as our bandwidth requirements increase,” concluded Mooney.

What SRPC also greatly appreciated about FirstLight was that it was local to the greater Albany area, and provided a team that was responsive, attentive, and worked hard day and night to ensure the services FirstLight provided helps SRPC achieve its objectives.

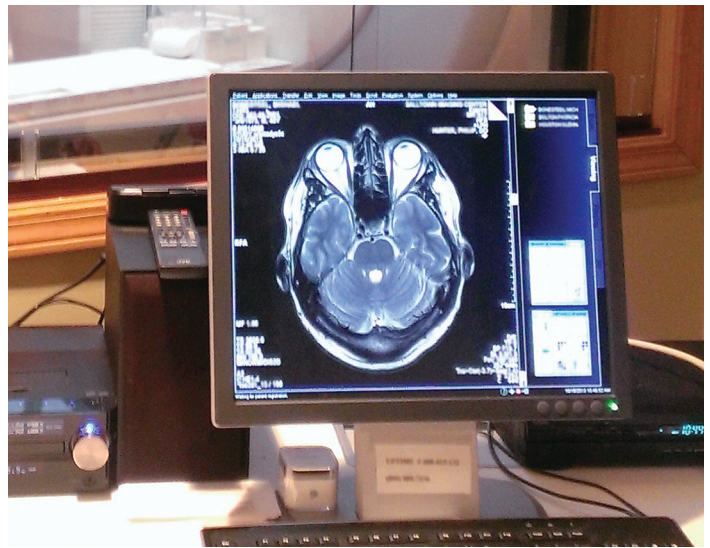
“Local service, local people—it was a nice change of pace for us,” commented John Pepe, Site Manager for SRPC Medical Imaging. “Our account representative was especially attentive to us—always available, running reports that clearly showed the amount of bandwidth we are using at each facility. It has been very easy to work with FirstLight, and the service has been great.”

Additionally, Mooney and his team knew that in the event of an issue, they would have a full staff of locally-based engineers at FirstLight to rely upon to quickly respond to and resolve any issues. “Knowing that our network is being continuously monitored by FirstLight’s Network Operations Center (NOC) at 41 State St. in Albany, gives us a sense of comfort knowing that we’re dealing with an experienced staff that not only knows our network, but understands the local market and the needs of community, and that help is a short distance away,” said Mooney.

THE RESULTS

Today, the SRPC network is faster, more reliable, and operates without delay. The Company’s communications and the collaboration among its radiologists has vastly improved. With FirstLight, SRPC is better able to leverage connections between sites and instantaneously read medical images on a 24 hour, 7 day a week basis. The network increases workplace productivity, collaboration and mobility. Radiologists are no longer required to be onsite to access images and can easily consult with other radiologists regarding opinions on complex medical cases.

In turn, the patient experience is enormously improved. There is quicker turnaround time for results, and patients no longer need to worry about carrying their images from doctor to doctor. Instead, all medical images



are stored electronically in a centralized, password-protected PACS system, allowing physicians to easily access and transfer files at incredibly fast rates.

“With FirstLight’s Metro Ethernet service, provisioned over FirstLight’s own fiber optic network, SRPC is operating more efficiently. What used to take 15 minutes has now decreased to just two or three minutes,” lauded Mooney. “Our new, fiber-based network allows SRPC to do more readings, and the connectivity between our offices and external work stations is instantaneous – our doctors can be anywhere and easily access the images they need.”

Mooney also commented that with the new network, complaints among his physicians have completely gone away, clearly indicating that their new Ethernet network is running smoothly, enabling the physicians to work efficiently.

“In the era of higher work volume and decreasing reimbursements the noticeable upgrade in Internet speed has made the workday that much more manageable,” added Dr. Marvin Schwartz, Radiologist and Assistant VP for SRPC.

“We could not be more pleased with our decision to work with FirstLight for our critical networking needs. The service is reliable, scalable and cost-effective – exactly what we needed to get our offices technologically up to date,” concluded Mooney.



ABOUT FIRSTLIGHT FIBER

FirstLight Fiber (formerly known as Tech Valley Communications), headquartered in Albany, NY, provides fiber optic data, Internet, colocation and voice services to enterprise and carrier customers in Upstate New York and Northern New England with connectivity to Canada utilizing its own fiber optic network, which spans over 190,000 fiber miles connecting in excess of 1,300 lit buildings. FirstLight offers a robust suite of advanced telecommunications services, including dedicated Internet access, Metro Ethernet, traditional TDM solutions, SIP trunks, virtual PBX and Data Center Colocation. FirstLight’s clientele includes national cellular providers and CLECs and many leading enterprises, spanning high tech manufacturing and research, hospitals and healthcare, banking and financial institutions, secondary education, colleges and universities, and local and state governments.