

ENT and Allergy Associates: Healthy Connectivity Improves Patient Satisfaction

Overview

ENT and Allergy Associates, LLP (ENTA) is one of the most prominent Ear, Nose, Throat, and Allergy practices in the U.S., with over 300 specialists and sub-specialists, and 44 office locations throughout New York and New Jersey. Its mission is to provide consistently high customer satisfaction and engagement levels to the more than 90,000 patients the practice sees each month. As ENTA continues to grow, they prioritize reliable and fast connectivity as essential to deliver the high standard of critical care that ensures patient satisfaction and helps to expand their business. Patient access and the consumer experience are at the heart of the healthcare delivery model, and ENTA is at the forefront of clinical/medical excellence

The Challenge

Jason Campbell, Senior Director of Business Development and Marketing, explains, "It's essential that we have technology platforms that most effectively support and amplify dependable communication and collaboration so that our patients, physicians, systems and staff have reliable connectivity now and into the future."

As the healthcare industry continues to rely solely on electronic data exchange, reliable connectivity is a critical concern. Downtime can reportedly cost businesses \$7,900 per minute, along with additional hefty fines for HIPAA noncompliance. And, the impact on patient satisfaction and business reputation can be devastating. The lack of trust caused by unplanned downtimes is a painful reality in today's electronic healthcare environment. That's why reliable connectivity is vital to healthcare providers.

ENTA needed reliable connectivity solutions critical to their business to support its rapid growth and ensure the smooth functioning of its technology platforms, from patient record systems to telehealth services. Additionally, they needed flexibility and speed to respond to unique challenges such as Hurricane Sandy and the Covid-19 pandemic which required ENTA to quickly adjust to increased remote staff while maintaining in-office clinical operations.

The Solution

ENTA had a history of turning to Lightpath going all the way back to 2012 when Hurricane Sandy caused a major outage with their previous provider. Within an hour, Lightpath quickly stepped in and doubled ENTA's Lightpath bandwidth to absorb the additional traffic from ENTA's outage provider. This quick action laid the foundation for a long-standing partnership which led ENTA to trust



Locations:

New York
New Jersey

Industry:

Healthcare

Solutions Used:

Additional bandwidth
Office moves/adds

Lightpath as its primary connectivity provider, delivering reliable, fast, and secure connectivity to support the practices.

More recently, when the Covid-19 pandemic hit, and leading to shut-down orders, ENTA had to address connectivity needs for a suddenly large remote staff while still needing clinical employees to be physically in the offices or proper patient diagnosis. Security, speed, and reliability were essential to ensure connectivity to access patient records, doctors' calendars, billing systems, and to quickly launch telehealth solutions. To meet these new challenges, Lightpath quickly increased ENTA's data center connectivity to 1 Gbps in just a few days.

The Outcome

Anthony Venuto, Director of IT at ENTA, states, "With the number of daily users tripled, our company would have been in a crunch without that bandwidth. Fast, secure, remote access to tech platforms is the standard for our organization, and we need the flexibility to meet whatever challenges arise." This level of responsiveness and flexibility allowed ENTA to continue delivering high-quality care despite the unprecedented challenges.

The relationship with Lightpath has provided the responsiveness and reliability crucial to ENTA's success. "We are doing a million things at all times," says Anthony Venuto. "Our IT team needs to be able to call someone and get fast answers and rapid results, and the team at Lightpath does a great job at that."

As their strategic network partner, Lightpath has assisted ENTA with data center moves, new data center implementations, new office site implementations, and additional products to meet their evolving needs. With each new request, the team assesses ENTA's requirements, determines the best solutions, and manages the project from planning to installation to ongoing support. ENTA has relied on Lightpath as their primary service provider for over a decade and continues to trust Lightpath as one of their most valued partners as their business continues to expand.

"It's all about relationship and trust. This plays a big role in who we are at ENTA and who we partner with," states Campbell. "Over the years, you end up working with the same people over and over and really get to know them," adds Venuto. "The entire team makes the ENTA/Lightpath relationship one of the easiest and most transparent I handle in my role. They provide the support to increase our patient satisfaction, increase employee productivity levels, and successfully grow our business. If something goes wrong, it is resolved immediately by our Lightpath team. It is this high level of attention and service consistency that enables our trust in Lightpath and has established them as ENT and Allergy Associates' "go-to" provider," says Venuto.

To see how Lightpath can help your business, contact your Account Executive, visit lightpathfiber.com or call 877-544-4872.