



## Cisco Smart Business Roadmap Helps Contain Costs and Improve Services

### EXECUTIVE SUMMARY

#### CUSTOMER NAME

- Seven Counties Services, Inc.
- 1500 employees

#### BUSINESS CHALLENGE

- Improve patient services
- Streamline business operations
- Manage health records more efficiently

#### NETWORK SOLUTION

- Comprehensive Cisco network infrastructure with primary and backup data centers
- Redundant Cisco Business Communications Solution with voice and video applications
- Security solution including firewalls and intrusion detection systems

#### BUSINESS RESULTS

- New and improved patient services based on the national electronic healthcare initiative
- Increased employee productivity and operational efficiency
- Reduced network operation, maintenance, and expansion costs

**Aligning technology investments with business initiatives helped Seven Counties Services meet strategic goals faster and more cost-effectively.**

#### BUSINESS CHALLENGE

Seven Counties Services, Inc. in Louisville, Kentucky is a private, nonprofit corporation that provides support services for mental health, alcohol and drug abuse, mental retardation, and developmental disabilities. With 1500 employees, Seven Counties is one of the largest community mental health centers in the United States, serving 28,000 clients per year.

In 2002, Seven Counties Services' long-range business vision included expanding patient services, managing health records more efficiently, and streamlining business operations. To meet these business objectives, Seven Counties Services needed to implement technical initiatives such as secure remote access to electronic health records to eliminate paper documents, point-of-service billing to speed insurance payment, and videoconferencing to better support patients in rural areas.

"We felt that to be a presence in healthcare in the future, we had to participate in the national electronic healthcare record initiative," says Gerry Brazeau, vice president and chief information officer for Seven Counties Services. "Our vision is that when a phone rings, the system automatically identifies the client, the appropriate healthcare record pops up on the clinician's screen, the treatment document is updated, and the billing is handled—all without hitting a keystroke."

Electronic healthcare requires a secure, continuously-available network with IP voice and video support. Seven Counties Services already had a basic Cisco Systems® network infrastructure with a limited IP technology deployment. To provide comprehensive electronic healthcare services, Seven Counties Services needed to upgrade this network and expand its existing IP Communications capabilities.

Seven Counties Services began searching for a vendor that understood its long-term strategic business objectives and would use that knowledge to cost-effectively address current and evolving technology needs. The clear winner was Boice.net. Boice.net is a local consulting firm that specializes in helping businesses use technology investments to achieve strategic goals and objectives. "We needed a vendor that was aligned with where we wanted our business practices to go. Boice.net helped us apply technology that fit our immediate needs and our long-term vision," says Brazeau.

#### NETWORK SOLUTION

Boice.net employed the principles of the Cisco® Smart Business Roadmap to help Seven Counties Services align its technology and business needs. The Cisco Smart Business Roadmap is a process that helps Cisco Partners map business objectives to Cisco technology solutions that address current needs while positioning the network to support future plans and evolving requirements. Cisco developed the Smart Business Roadmap to help organizations plan for change, so they can evolve more quickly and cost-effectively in response to new demands.

Boice.net worked closely with Seven Counties Services to understand its business needs. Using Cisco Smart Business Roadmap guidelines, Boice.net then translated Seven Counties Services' short- and long-term business initiatives into a Cisco technology plan for meeting those objectives. The plan met Seven Counties Services' immediate business needs by maximizing the benefits of its existing infrastructure, while positioning the network for the future with business-appropriate, highly adaptable technologies.

Seven Counties Services' immediate needs were basic: increasing telephone system reliability and network security. Boice.net addressed the telephony needs by adding a second Cisco Unified CallManager application to the single Unified CallManager application that the agency had in place. These Cisco Unified CallManager applications now support more than 500 IP phones at 11 service sites, replacing more than half of the phones in Seven Counties Services' private branch exchange (PBX) phone-based service sites. Seven Counties Services expects to migrate all of its phones to Cisco Unified IP Phones by 2007, as well as integrate approximately 100 additional VoIP phones in 15 remote sites.

To increase network security and ensure the patient privacy needed for electronic healthcare, Boice.net introduced Cisco PIX<sup>®</sup> firewalls and Cisco intrusion detection systems (IDSs). All of the new products were compatible with the existing Cisco infrastructure, allowing Seven Counties Services to protect its network investment.

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—Gerry Brazeau, Vice President and Chief Information Officer, Seven Counties Services

Boice.net also implemented the Cisco Secure Access Control Server (ACS) Solution Engine to improve authentication and accountability in network management, and instituted a change management process. Using these products and its own Cisco network, Boice.net provides network management services that help Seven Counties Services minimize maintenance costs and focus on its core business objectives. “They monitor all our core Cisco equipment and voice IP full-time and assist us with configuration management during off hours. The cost of staffing 24 hours per day to do that internally would be prohibitive. This is a much more cost-effective way of managing my business,” says Brazeau

After gaining a strong understanding of Seven Counties Services business needs, Boice.net worked very closely with the technical team to help ensure that the technical and business plans were aligned and that technical needs were met. Starting with the initial IP Communications and security projects, Boice.net met weekly with Brazeau and his team. The groups discussed every project to set expectations, plan the right steps for success, and ensure that all immediate solutions were aligned to support long-term business strategies.

As each project was successfully completed and user confidence increased, Seven Counties Services continued to work with Boice.net on projects that were strategic to the electronic healthcare record initiative. These included a new data center with a backup site, a call center, and video-conferencing. A recently completed master plan adds a life cycle management process and recommends products and solutions that Seven Counties Services will need in the near future. All the projects are part of an overall solution that reflects Seven Counties Services' business needs and is designed for cost-effective and business-appropriate growth.

## **BUSINESS RESULTS**

Using a long-term business and technology planning process was particularly valuable to Seven Counties Services in the data center project because it helped Boice.net select products that would reduce future costs. For example, Boice.net selected modules for Seven Counties Services' new Cisco 7200 and 3600 Series routers that would support a future upgrade. This planning let Seven Counties Services increase its infrastructure capacity without replacing router modules.

“Boice.net's engineering and architecture planning were critical in saving money on the data center upgrade,” says Brazeau. “Data centers are not easy to build, locate, finance, or get approval for. We had to be ready to move fast when we found the right place. We discovered the location in November and we were in there in April.”

Considering future needs in current planning also helped Seven Counties Services achieve its goal of cost-effectively adding network services. “We now have a secure, flexible network that lets us easily adapt electronic business processes,” says Brazeau. The infrastructure now allows the agency to easily add bandwidth, prioritize traffic using Quality of Service (QoS), and operate bandwidth-intensive applications.

The flexible network infrastructure resulting from the upfront planning also saves money and adds reliability in remote locations. In one area, replacing the existing PBX telephone system with the Cisco Business Communications Solution cut telecommunications costs by close to 50 percent. This savings can be easily extended to other facilities because the network infrastructure is designed to support migration to IP telephony.

Remote locations also enjoy the reliability designed to support electronic healthcare. When one facility lost power after a car hit a nearby power pole, vital phone services remained online. “We have a six-hour battery backup at that site, so the network and phone services were running. They had no lights, but their business was up, services were delivered, and appointments were kept. How do you put a value on that?” says Brazeau.

### **NEXT STEPS**

Reducing costs and increasing services through technology planning with Boice.net will remain a focus for Seven Counties Services. “We see a future of delivering electronic healthcare services through a mobile workforce,” says Brazeau. “We look to Boice.net to keep their eyes on the solutions and position us so we can deliver that value to the community.”

### **FOR MORE INFORMATION**

To find out more about the Cisco Smart Business Roadmap, go to <http://www.cisco.com/go/sbr>.

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