NORTON HEALTHCARE

MAJOR HEALTHCARE SYSTEM REDEFINES SUPPORT CENTER WITH REMOTE SUPPORT

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MITCH BRYANT
SUPPORT MANAGER

With five hospitals, 10 immediate care centers, 9,700 employees, 280 medical providers at over 50 locations, nearly 2,000 physicians on its medical staff, Louisville, Ky. based Norton Healthcare's support center sees its share of complications. After failed attempts at developing a homegrown remote support tool, they sought a remote support solution that would connect to all of their users, reduce costs, meet HIPAA compliance requirements and increase customer satisfaction.

THE CHALLENGE

Mitch Bryant, manager of the Norton Healthcare support center, says his support team became interested in remote support as a way to reduce costs and increase productivity. They knew they needed a better way to provide support when phone sessions were lasting into the 40-minute range, escalation rates were increasing as new devices such as BlackBerry emerged and they were facing supporting a new hospital.

"We knew remote support was the way to go because you can view, diagnose and resolve problems," Bryant says. "We've gone through several trials and tribulations to find something that works for us."

"We tried for a long time to save money by creating all sorts of homegrown tools and forcing several products to bend to our will. Ultimately, we knew it was time to seek a solution that would give us amazing abilities and little maintenance, so we could concentrate on the business of taking care of our customers."

Bryant began a very thorough research process that involved a spreadsheet and an HDI backpack. After quizzing his employees and customers, he developed a wish list and comparison chart. He took this chart to HDI conferences and challenged vendors on their product features, load and security.

Next, he and his team test-drove multiple solutions. They examined installed applications, appliance-based remote support and software-as-a-service vendors before finding a solution that met all of the items on their wish list and more."

THE SOLUTION

In his search for a remote support solution, Bryant involved his entire team in the testing phase. He says he needed his teams' buy-in to make the purchase worthwhile. Subsequently, the solution had to lower costs for his support center through concurrent licensing, increased first-call resolution, lowered incident handling times, decreased call escalations and reduced on-site visits. Another major requirement was security that met HIPAA compliance standards including data encryption and session recording.

Bryant says handheld usage (smartphones and healthcare specific wireless devices) has increased significantly for Norton Healthcare alongside supporting users off their network on alternative operating systems (Mac and Linux). This list included Windows Mobile and BlackBerry smartphones and multiple operating systems (Windows, Mac, and Linux). Finally, the remote support solution they purchased had to have a full range of features that would meet all of their support needs including file transfer, reboot, system information and multiple monitor support. After a 100 percent team vote, Bryant's team selected Bomgar, an appliance-based remote support solution, to fulfill their remote support needs. Not only did

this appliance meet their specifications, they discovered value beyond the calculated ROI number:

- **Concurrent Licensing** - Bomgar's concurrent licensing model works well for Bryant's team because of their staffing situation. With night staff working on a split shift, he says he "simply could not pay for everybody to have a named instance and only it two or three days a week. "

- **Reduced Training Overhead** - Norton Healthcare's service center cut their training costs in half when they introduced Bomgar because their physician support staff did not have to travel on-site. Session recordings have also streamlined training costs because Bryant's staff can easily deal with a question or customer service situation in a matter of minutes, instead of spending hours developing training materials.

- **Vendor Access** - The server team uses Bomgar's Embassy feature to bring in vendors, so they don't have to set up VPN access for each vendor rep. "This way they can only access the systems we define," Bryant says.

- **Desktop Maintenance** - Norton Healthcare has timeshare offices for visiting physicians at one hospital location. These PCs are only equipped with Internet access. Before Bomgar, the support team had to travel on-site six to eight times a week to help physicians with these systems, since they were off the Norton network.

"When you consider that the desktop support center is 20 miles away from that hospital, the travel costs add up fast," Bryant says. "We were able to decrease the on-site timeshare support visits by 90% when we introduced Bomgar."

THE RESULTS

According to Bryant, remote support is the most costeffective solution the Norton Healthcare support organization has found for increasing customer satisfaction, reducing disruptions in productivity and meeting HIPAA compliance regulations. Implementing Bomgar has changed the way they do business and they realized a return on investment in just eight months. The impact of this solution resulted in:

- **Reduced Incidence Handling Times** - Since Norton implemented Bomgar, call times have dropped 30 to 60%. "We've been able to increase the availability of support staff because, frankly, they are not on those 30 and 40 minute calls anymore," Bryant says.

- **Streamlined Support Process** - Bomgar has become the preferred tool for remote support. Bryant estimates that they use Bomgar for 60 to 70% of support cases. He says the solution has also reduced call escalations by 60%. "We no longer have to send calls to our senior support analysts," he says. "When we do have to bring in help, we can just share the session because we have one tool that's available to everyone."

- **Increased First Call Resolution** - Because the support reps can now see what's happening on the customer's screen, Bryant's team can solve many problems that used to be escalated. They saw a 55% increase in closing support cases on the first call.

- **Improved BlackBerry Support** - One area they have seen a dramatic decrease in escalation is through using Bomgar to support the healthcare system's 500+ BlackBerry devices. "When we started supporting Blackberry with Bomgar, we cut down on the escalated tickets and customer concerns of 'when is someone going to get to me?'"

BOMGAR SAVE: REMOTE SUPPORT KEEPS THE CALM IN THE MIDST OF TWO STORMS

Norton Healthcare recently discovered a truly unexpected value in Bomgar. Two back-to-back storms – the remnants of Hurricane Ike and a severe ice storm struck the Louisville area. This meant that Norton employees who were dispatched to other locations (to help with staff shortages) were in unfamiliar territory with the technology.

Of course, Bryant's support center was slammed with phone calls. "Even though our volume was overwhelming, we handled all the calls because we had Bomgar. We treated each incident just like another call because we could just connect to them remotely," he says.

Bryant's team never had to make a trip to any offsite locations during either of these storms. Since it was so effective in an emergency, Bomgar has become an integral part of their disaster recovery plan.

"We are actually building a second hot data site, and our Bomgar appliance is considered among the top 50 devices that must be purchased and running at all times, so we can provide support during any disaster or downtime."

ABOUT BOMGAR

Bomgar provides remote support solutions for easily and securely supporting computing systems and mobile devices. The company's appliance-based products help organizations improve tech support efficiency and performance by enabling them to securely support nearly any device or system, anywhere in the world — including Windows, Mac, Linux, iOS, Android, BlackBerry and more. More than 6,500 organizations across 65 countries have deployed Bomgar to rapidly improve customer satisfaction while dramatically reducing costs. Bomgar is privately held with offices in Jackson, Atlanta, Washington D.C., Paris and London, and on the web at www.bomgar.com.