



Medical facility finds the cure for connectivity woes

Business needs

Reliable solutions for IT support and patient care across 16 locations

Networking solution

AT&T Dedicated Internet and AT&T IP Flexible Reach

Business value

Reliable connections for telemedicine appointments and Voice over Internet Protocol (VoIP) solutions for cost-effective email and call service, allowing IT staff to focus on other operations

Industry focus

Healthcare

Size

200 employees

About ENT of Georgia North

Ear, Nose, and Throat (ENT) of Georgia North is a group of board-certified otolaryngology specialists and audiologists. The practice provides ear, nose, and throat care, allergy care, and plastic and reconstructive surgery.

ENT of Georgia North treats patients from infancy through adulthood. It serves patients from the Greater Metro Atlanta area with 16 locations, two of which are specifically for pediatric patients.

The situation

The practice needed reliable connectivity to support various processes and patient services. This includes telemedicine visits, appointment scheduling, and other patient care services. The previous connectivity providers were not always available to address problems, and the lack of response was frustrating.

Solution

ENT of Georgia North chose AT&T Dedicated Internet for its consistently fast speeds and uptime. It also chose AT&T IP Flexible Reach, which combines voice and data over an integrated access network to simplify network management.

Connections for patient care

ENT of Georgia North has served the Greater Metro Atlanta area for more than 20 years. Treating patients from infancy to adulthood, the staff uses the latest treatments and technologies to ensure the highest quality of care.

The organization employs more than two hundred staff members, including physicians, audiologists, and nurse practitioners. It maintains 15 locations and a surgery center that offers facial plastic and reconstructive surgery to address conditions, reduce signs of aging, and improve patient well-being.

The need for telemedicine support

Like so many other medical facilities, ENT of Georgia North has seen the impact of digitization on healthcare.

“Our providers are all using technology much more than they ever did before,” said Milton Brown, ENT of Georgia North IT Director. “The organization relies heavily on solutions such as a cloud-based electronic medical records system and IP voice services.”

Brown and his IT operations staff needed their technology to work across all 16 locations. The relationship with their previous connectivity provider, however, was not where it needed to be.

“It’s challenging to get circuits and reliable service here in the metro Atlanta area,” he said. “We couldn’t always get the quick response we needed.”

A rise in the popularity and availability of telemedicine has also increased the need for strong and reliable connectivity.

“Imagine having a circuit go down in the middle of a doctor’s televised visit,” Brown said. “Things can get ugly fast when that happens.”

Healthy connections for everyone

Facing a lack of communication from their previous provider and uncertainty about their connectivity, ENT of Georgia North needed a change. The IT department wanted the freedom to focus on other critical projects. Clinical staff needed to seamlessly connect with patients for both medical and administrative services. And their patients needed access to their health team and quality care.



“AT&T Dedicated Internet service is great. It keeps us up and running.”

**Milton Brown, IT Director
ENT of Georgia North**

To help solve the connectivity issue, Brown selected AT&T Dedicated Internet. He chose it for its exceptional performance, ensuring high-speed, stable connections vital for telemedicine, rapid large data transfers, and uninterrupted access to cloud-based applications. The service consistently delivers reliable bandwidth and low latency, supporting demanding medical workflows and advanced digital tools with ease.

“It really is the best in this area,” he said.

Secure medical communications

Like any medical practice, ENT of Georgia North must protect sensitive information. This includes private patient data such as addresses, social security numbers, and medical information. The practice must sometimes share this information with other medical professionals.



To keep information secure, maintain customer trust, and comply with regulations, ENT of Georgia North relies on AT&T IP Flexible Reach. This Voice over Internet Protocol (VoIP) solution reduces complexity and cost by combining voice and data over the same network. The service offers a range of features, including voice, number portability, and the ability to make calls from anywhere in the world. Along with AT&T Dedicated Internet, AT&T IP Flexible Reach enables voice, text, images, and video, helping the organization remain current in the technology space as it grows.

AT&T IP Flexible Reach comes through for ENT of Georgia North in a form of communication that may seem more of a throwback style but is still relevant to the facility.

“AT&T Dedicated Internet frees up a lot of time on our end and lets us focus on other operations.”

**Milton Brown, IT Director
ENT of Georgia North**

“Healthcare and government still rely on fax due to security,” he said. “Faxing is still the safest and most secure way to send personal health information. We use IP Flex for our fax solutions. Since we’re a medical facility, fax is very important, and it’s been working great,” Brown said.

New priority focus for IT

Medical facilities need to count on uptime.

“We rely heavily on AT&T for circuit information, circuit service, and internet service,” he said. “We need the reliability and bandwidth, so having dedicated circuits in our high-traffic locations is very beneficial for us.”

AT&T Dedicated Internet is helping ENT of Georgia North maintain their uptime, while also providing their IT team with the bandwidth to tackle other projects.

“AT&T Dedicated Internet frees up a lot of time on our end and lets us focus on other operations. Having it in place helps us achieve a lot of other things, rather than just troubleshooting circuits all day,” he said.

Brown said the organization plans to continue using AT&T's expertise as it expands its services in the future.

“The support is great, any time we call technical support,” he said. “Our AT&T rep has made that process easy for us. When we have an issue, we just reach out, and he takes care of it for us. He’s been very helpful in that regard.”