



Case Study



DirectPointe Keeps the IT Beating Strong for
Cardiovascular Associates of Mesa

Cardiovascular Associates of Mesa

The Challenge

Cardiovascular Associates of Mesa needed reliable IT management and support, as well as computing that could interface with multiple pieces of complex hardware and existing EMR software – all while maintaining strict compliance.

The Solution

DirectPointe's Complete Solution manages all aspects of IT, including network, hardware and software – through all phases of the lifecycle.

The Result

IT is turned into a strong company asset, compliance is handled and met, uptime is consistent, and it's all done for one low, consistent price.

As businesses grow, the owners face an increasing number of issues that keep them from focusing on their core business—things such as finances, human capital, and now more than ever, technology. No longer is a reliable and secure network or seamless integration considered a convenience – both are an absolute expectation and necessity.

Cardiovascular Associates of Mesa, (CVAM)

CVAM is an Arizona-based medical clinic that focuses on delivering up-to-date and specialized cardiovascular care. For CVAM, having IT that performs at a maximum level continuously is vital for the health of their patients and the ability of their providers to treat them. With eight on-site physicians, two primary locations, 300 patient encounters daily as well as support for several hospitals, CVAM is a very busy and important cog in the Mesa healthcare industry.

The Challenge

Technology had indeed become an issue for CVAM in early 2005. IT support, billing and other technology issues had all been outsourced for what administrator Deb Telles described as “a hefty fee.”

“We had an existing obligation to (our outsourced) company,” Telles said. What the situation came down to was an IT company that was run by one person, who was pressed for time, and often lacked the appropriate knowledge to deal with the complex issues that come with technology. Additionally, CVAM was not one of the company's bigger clients, and they were often hard pressed to receive adequate attention from this vendor.

“Computer issues were frustrating with no IT support staff,” Telles said. “Our hardware was not standardized, and our staff did not have knowledgeable, certified technicians to ask for help. It might take ten or fifteen days to get problems looked at by one person who could only take care of some things. The situation was not good for us.”

CVAM gave the company notice that they would be looking for other help in March 2005. They began searching for a replacement EMR/practice management system, while considering someone in-house to handle IT issues.

Enter DirectPointe

Telles recognized that a network has to be designed specifically to meet the needs of the company, another task not easily accomplished by an untrained professional. For CVAM this included compliance and regulatory issues that impact the healthcare industry.

DirectPointe called and visited the CVAM offices, and proceeded to provide answers for every one of Telles' concerns.

“I told them about our situation, where we had come from and the grander picture, including exactly what I wanted in two years. DirectPointe looked at every piece of equipment that we had with even the slightest inkling of interfacing with EMR and contacted the vendors,” Telles said. “When DirectPointe came back with a proposal, they had done their due diligence and were able to tell me everything in our environment that would never be able to interface. Now, with DirectPointe's help, there is not a piece of equipment we will not be able to interface within the next year.”

“When I calculated how much hiring an IT staff was going to cost me, the salaries would have been in the \$150,000 range; Tack on 25 percent more for benefits, and I’m looking at nearly \$200,000 just for an IT department,” Telles said. “When I look at what I pay DirectPointe, and then compare it to what I would pay to have the same things done internally, it is not even close. I would have to quadruple my costs to have the same services in-house.”

Deb Telles,
CVAM

DirectPointe’s Complete Solution manages all aspects of a company’s IT, including network, hardware, and software. With IT problems no longer a concern, businesses like CVAM can focus on what really matters while turning their technology into an asset for overall company performance. There are not multiple vendors to manage and bills to pay – DirectPointe takes care of everything with one consistent price and point of contact.

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Another constant challenge DirectPointe is meeting for CVAM is keeping their systems compliant with HIPAA regulations. “I do not know how they manage our compliance, but I know that my data is being transferred in the manner required by law,” Telles said. “With DirectPointe, we are certified and HIPAA compliant. Beautiful — that’s what I need.”

The bottom line for Telles is DirectPointe gives her peace of mind.

“I go to sleep every single night not worrying about somebody hacking into my system and getting into tons of personal health information. I write a check to DirectPointe every month, and I smile.”

About DirectPointe

DirectPointe Inc., based in Lindon, Utah, provides a simple yet comprehensive computing solution for small and midsize businesses. The company takes ownership of the entire computing lifecycle, including evaluating, acquiring, deploying, testing, fulfilling and supporting technology, so customers have one company to handle all their computing needs. DirectPointe provides standards-based PCs and servers, industry leading productivity software, friendly and professional support with remote update and repair ability, on-site warranty service, secure remote data backup, and managed security solutions. The complete solution is delivered for one monthly payment to ease budgeting and upfront costs. Businesses can have a complete solution that is simple, manageable, and affordable so they are free to focus on their business.

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