

CROSS IN HEALTHCARE - THE UNTOLD STORY

Success

About Malizia Clinic: The Malizia Clinic was developed in Atlanta, Georgia as a center for urology and urologic surgery. It is staffed by highly skilled and specialized physicians in a state-of-the-art facility complete with laboratory, imaging, and outpatient surgery capabilities. The Clinic was built on the timeless tradition of putting the patient first. It is a 501(c)(3) organization that has the latest tools and technologies to provide patients the best care possible, while applying old-fashioned one-on-one care from their physicians. In addition to its primary



focus of patient care, the Clinic offers advanced post-graduate training for experienced physicians that is not currently available in academic medical centers or limited continuing medical education programs.

The Challenge: In building a state-of-the-art medical facility it was crucial they implemented the

best new technology for a voice, data and wireless infrastructure. They needed to have a foundation that was scalable and at the same time transparent, so the staff could apply new technologies without having to re-tool their infrastructure:

They needed a solution that would be able to support the latest in healthcare technology, an advanced practice management system and an EMR (Electronic Medical Records) solution.

Growth and expansion in other practice areas were always part of the vision, so they needed a system that was built for current needs, but had the flexibility to expand.

Formula for Success: The Malizia Clinic was reviewing strategic partners to be a part of this project, and in the end they selected Cross to provide the foundation for the technology infrastructure. "We selected Cross because their consultant came in and focused discussions on our business and developed a technology roadmap that would grow and provide the foundation for the medical equipment we were planning to incorporate into the business," said Dr. Malizia. Cross was viewed as an active member of the Malizia Clinic business team, and the inclusion on strategic planning meetings allowed Cross to add value by showing the Clinic how the technology they invest in can be integrated into their current and future plans:

Avaya Aura Communication Manager 5.x on a G450 platform was implemented with an all IP Voice infrastructure, utilizing the 96XX series endpoints.

Extreme Networks X450 Gigabit infrastructure was included due to its powerful and consistent software features and versatility of Power over Ethernet (PoE) that provides enterprises with operational simplicity and eased support of connected devices to drive higher productivity.

Extreme Wireless Summit WM Controller and Altitude 450 access points were deployed to deliver very high speed wireless services using the emerging 802.11n wireless LAN technology.

The solution included a three year CrossNet Complete Maintenance and Support Services contract. The support hours offered flexibility to use for move, adds or changes support or Cross University training.

CrossTrak Service- Providing Proactive

Monitoring of the Critical Communications and Network Infrastructure

The depth of knowledge Cross provided with an introductory roadmap and continues to provide with a hands on approach, allows for immediate needs of the customer to be met.

The implementation process was seamless and complete. When issues arose, they were quelled immediately and issues out of the scope of the project were also solved.

The End Result: Cross' vision to deliver a customer experience based on integrity, honesty and customer excellence parallels the Malizia Clinic's core philosophy of honesty, integrity, compassion, and mercy. Cross' ability to understand the needs of the Clinic and share the same values allows

them to work with them closely to drive and achieve a dynamic solution. The understanding Cross has of the Malizia Clinic causes both to achieve a partnership allowing the two organizations to continue to grow and partner together.

"During the implementation through the execution of the project it was evident we selected the right strategic partner with Cross Telecom. When challenges arose through the implementation of the project, the Cross team took charge of the issue, even though sometimes it did not involve the technologies they were providing. In the end they were really acting as part of our team."
- Dr. Anthony Malizia Jr., Clinic Director



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