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Application Story
Pulse, Inc.

e/pop Web & Video Conferencing Simplifies Customer Training and Company Communications at Pulse, Inc.

Hospitals, medical facilities and related industries must all walk the fine line between providing the very best care to their patients and watching the bottom line. While administrators and CEOs make sure medical facilities operate smoothly and efficiently, the medical care providers remain dedicated to providing their patients with the best care possible. The accurate and timely processing of patient data is critical to the continuity and quality of ongoing care for each and every patient. In order to simplify the process of managing hundreds, or even thousands of patient records, companies like Pulse, Inc., headquartered in Wichita, Kansas, have stepped up to provide healthcare providers and facilities with a complete solution that streamlines and automates the record keeping process.

Pulse's Patient Relationship Management System (PRM) and Electronic Health Records (EHR) software is used by thousands of physicians nationwide, and more than 150 doctors in the Kansas City region, to efficiently streamline all the functionality needed for the medical front office, clinical, middle and back office operations. The PRM system empowers physicians and management with the critical clinical and financial tools they need to improve patient care and the bottom line.

Problem:
- Pulse required an IP-based conferencing solution for meetings, training and helpdesk support

Solution:
- e/pop Web & Video Conferencing, a full-featured, affordable, multiparty web and video conferencing software solution

Business & IT Benefits:
- e/pop enables the Company's employees, in four offices, to communicate in real-time
- Pulse can train customers and help them troubleshoot PRM and EHR software and hardware issues quickly and efficiently – usually in one call
- Bi-weekly executive meetings are more efficient and effective with e/pop and its document sharing feature

Founded in 1982, Pulse has grown to include approximately 120 employees spread throughout four offices. In addition to the Wichita headquarters, Pulse has offices in Andover, Massachusetts, Dallas and Kansas City, Missouri.

The Company's growth prompted the need for its many employees to communicate about customers, internal issues and product-related matters more quickly and efficiently. Beyond that, as a company in the business of selling software, and providing a service, that enables healthcare organizations to better manage workflow, operations and patient record management, Pulse

understood that a technology solution, in the form of IP-based web and video conferencing software, could enable them to reach out to more customers in less time. Web conferencing also helps Pulse provide personalized technical support services that allows helpdesk personnel to identify and assist the customer with issues more quickly.

It didn't take long for Pulse to find the web and video conferencing solution that met their needs from a feature and financial standpoint – e/pop Web and Video Conferencing from WiredRed Software.

e/pop provides a comprehensive set of features, including multipoint audio (VoIP), video, application, document and desktop sharing, as well as record & playback and remote control. According to the Executive Director of Corporate Operations, Traci Hartenstein, e/pop is so easy to use that no formal training is necessary.

"While all of our IT resources are centralized here in Wichita, e/pop is used regularly throughout all four offices for sales meetings, training on new PRM feature upgrades and also for extensive software training for new employees," said Hartenstein.

The application and desktop sharing feature is especially useful for software training. Training Department personnel are able to quickly administer training sessions for continuing training on Pulse software, including the additional modules available for PRM.

The Executive Committee, which is comprised of upper management from all Pulse locations, meets bi-weekly via e/pop for an all day meeting.

"e/pop allows us to view the same documents at the same time," said Hartenstein. "The days of emailing lengthy documents, and hoping everybody has printed them out for the meeting, are long gone. With e/pop, you can bring it up on the screen and highlight the sections you're discussing so there's no question where we're at and if we're all on the same 'page' at the same time."

The Technical Support Department, comprised of approximately 20 people whom are responsible for helping with both software and hardware issues related to the Company's products, take advantage of e/pop's remote control feature to help customers troubleshoot problems.

"With the customer's approval, we can take control of their PC to determine and resolve the issue, usually within one call," said James Isaac, a system administrator at Pulse who spent four years providing customer-facing technical support. "Once our customers download e/pop's standard ActiveX components, it's a snap. They usually have no problem using e/pop since it's similar to any Office-type application."

Pulse, Inc. employs a typical Windows server environment with two firewalls. A speedy T1 connection provides ample bandwidth for e/pop, which is installed on a dedicated PC server.

Although conferences are usually scheduled via an email or Outlook invite, Pulse has an open door policy when it comes to utilizing e/pop on an ad-hoc basis.

"All employees have access rights and can log-in to e/pop to host a conference whenever they want," said Hartenstein. "That's the beauty of owning the application. We don't have to worry about who's using it and how much it will cost at the end of the month because there are no per-minute charges."

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"As a software company, we would rather focus on supporting our existing customer base, bringing in new customers and training those customers on our own products," adds Hartenstein. "We were lucky to find a quality software package, like e/pop, which really requires little upkeep, very minimal training and works when you need it to."

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