



## Overview

### Healthcare Processes

1 to 5 Physician Practice  
Surgery Center  
Billing

### Customer Profile

YBR Medical Center in Baton Rouge, is comprised of 3 integrated healthcare components: Comprehensive Pain Management, Advanced Surgical Concepts, and a segment for building and office operations. YBR Medical Center employs 70 medical personnel who facilitate the multidisciplinary diagnosis and treatment of patients with acute and chronic pain.

### Business Situation

YBR desired a business-wide information system to meet the increased demand for their services and to integrate business practices to provide better patient care.

### Solution

YBR deployed local IT-firm, General Informatics, to create a uniform and reliable network, install medical software and solutions, set-up remote access capabilities, and create a state of the art website to promote the company.

### Benefits

- More efficient, time-saving patient-care
- Savings in clinician time and patient expense
- More informed employees, clinicians
- More efficient performance measurement

## General Informatics eases the “pain” of technology integration at YBR Medical Center

YBR Medical Centre provides pain services and surgery alternatives to patients in and around the Baton Rouge area through its Comprehensive Pain Management Center and Advanced Surgical Concepts surgery center. To improve productivity of its employees and to enable more effective treatment of patients, YBR needed a new business-wide information system to provide more current, real-time, and easily accessible information to its employees and physicians. The firm deployed General Informatics services and technologies to create integrated and capable networks for information storage and exchange, remote access capabilities to increase productivity, and an educational and informative website for use by the public. These improvements have resulted in more effective and timely care for patients, better informed physicians, more efficient use of resources, and savings of IT-related support costs.

## Situation

YBR Medical Center is a leading pain specialist center in Baton Rouge dedicated to providing integrated pain services its patients through comprehensive care in a cost-effective manner. YBR operates from the Baton Rouge area, in a new state-of-the-art building that houses their comprehensive care center, surgery center, and business



office.

The success of YBR is directly related to the well-being of its patients. However, explosive growth and constant change of needed care information was beginning to have an impact on the company's business operations. Lack of network cohesion and a rapid increase in patients prohibited the center from keeping in pace with the needed demand, resulting in less efficient operations and reduced patient satisfaction.

To improve the "health" of both the organization and its patients, Comprehensive Pain Management needed to provide faster, easier and reliable information access to its clinicians and staff. Prior solutions resulted in a variety of problems including:

- Unstable and unreliable network.
- Disparate systems.
- Outdated software.
- Lack of integration.

YBR needed an updated and integrated IT system that would require as little IT staff assistance as possible. They wanted to improve communication between the 3 different segments of the company to increase efficiency and effectiveness.

Furthermore, they needed to more easily analyze trends in the healthcare industry to facilitate better healthcare and business decisions.

## Solution

YBR Medical Center deployed General Informatics, a local IT-solutions firm and Microsoft Business Solutions Partner, to provide an integrated technology solution.

General Informatics answered the call through the installation of Microsoft Small Business Server 2003, Pix firewall technology, SQL server, Medical Manager and Advantix software, Cisco wireless technology with remote access features, and a specially designed company Web site.

### **Microsoft Small Business Server 2003**

This software was installed as the foundation for all business processes. SBS provides improvements to infrastructure and information exchange through:

- A reliable operating system and easy to use network tools including system back up, fax service, network security and virus protection.
- Internal team Web site for sharing documents, calendars, and tasks.
- Streamlined, professional e-mail system
- Firewall technology to help secure Internet connections.
- Professional database system supporting line-of-business applications.
- Network security and system performance tools.

Because the content of this software can be easily managed, YBR staff can keep sites current without IT staff involvement. Easy management of their technology is crucial for success in their rapidly changing and highly regulated industry of healthcare.

### **Network and Remote Access Capabilities**

General Informatics also introduced a uniform, managed network into the environment. Before this installation, the network was unstable and unreliable for every day processes. Now with the integration of this technology, Comprehensive Pain Management experiences almost zero downtime. Cisco wireless technology was also installed to streamline processes. With remote access features for all doctors, patient care has never been more advanced and efficient. Doctors can now access needed patient information at the touch of a screen from any location in the vicinity.

### **Creation of Web Site as a Tool to Educate and Inform**

Another area of modernization was the creation of an informative and promotional Web site. General Informatics designed and published an educational and interactive site that allows new patients to gain company information easily and effectively through interactive diagrams and explanations. Patients are now more knowledgeable about their condition and the ability of YBR to provide the most applicable solution, resulting in more client satisfaction.

## **Benefits**

### **More Efficient Care Saves Time and Money While Improving Patient Health**

For Comprehensive Pain Management, improving businesses processes is crucial to promoting patient care and ensuring business success. The integration of new, uniform technologies and Windows Small Business Server 2003 has vastly improved the task of handling patient information and the share of information and communication between the 3 different areas of the company. YBR has enjoyed benefits such as:

- Safe and secure patient information

- Reliable information database
- Stable and supported network
- Integrated business processes

General Informatics provided a solution that has vastly improved YBR's ability to handle and treat an increased number of patients, resulting in faster, more appropriate care for patients and time savings for the healthcare professionals.

### **Employees and Clinicians Are More Informed**

The healthcare industry is rapidly changing and highly regulated. Comprehensive Pain Management provides employees with information they need to improve healing skills while maintaining compliance with licensing requirements and regulations. A feature of Windows Small Business Server 2003, called Windows SharePoint Portal Server, provides company news, job openings, and critical workplace safety information to help employees avoid exposure to hazardous conditions. Previously, all such information would be disseminated by paper or e-mail, but the messages frequently went unnoticed in employees' overcrowded inboxes. Now, with a fully searchable portal, employees can quickly find what they need online.

Through SharePoint, clinicians can also find links to medical information they need from external sites without having to search the entire Internet or read through sites that might not provide accurate information. Having this capability helps improve their knowledge base and respond more quickly to new healthcare situations.

Because SharePoint Portal Server 2003 simplifies content management and integrates so tightly with Office 2003, the Medical Director can easily manage content and keep sites current without IT involvement, thereby saving valuable time

## For More Information

For more information about General Informatics products and services, please call us at (225) 767-7670 or toll free: 1(888) FIXUSMO (349-8766). To access information using the World Wide Web, go to: [www.geninf.com](http://www.geninf.com)

For more information about Comprehensive Pain Management services, call (225) 368-2300 or visit the Web site at: [www.thepainspecialist.com](http://www.thepainspecialist.com)

and resources. As sites are updated, those who need the information can be alerted automatically by using the Alerts features built into Windows SharePoint Services.

### **IT Productivity Increased and Moving Forward**

The biggest noticeable change at YBR was the switch from managing content to managing tools and operations. Through the new network and infrastructure set up by General Informatics, YBR enables its users to actually update content directly, which reduced the need for an on-site IT staff for security and application access purposes. Because of the sharing that takes place between programs of Windows Small Business Server 2003, there is no need for ongoing maintenance.

Looking ahead, Comprehensive Pain Management is working diligently to expand its use of Windows Small Business products and services from General Informatics to further increase operational efficiency.

### **Software and Services**

- Windows XP Professional (with service Pack 2)
- Microsoft Office Small Business Edition 2003
- Microsoft Office Professional 2003
- Microsoft Small Business Server Premium Edition 2003
- Hardware
  - 22 Desktops deployed
  - 2 Servers deployed

### **General Informatics**

General Informatics is a systems integrator specializing in areas of Healthcare, Marine, and AEC. We combine various IT components and business solutions into a functioning system, customized for the customer's needs. General Informatics has the competence, experience, and the expertise to excel and grow with our clients.

We specialize in areas of:

Networking  
Remote Administration  
IT Audits  
Software Development  
Application Integration  
Web Applications  
Database Development  
Handheld Solutions

### **Microsoft Small Business Server 2003 Technology**

Microsoft Small Business Server 2003 enables enterprises to deploy an intelligent portal that seamlessly connects users, teams, and knowledge so that people can leverage relevant information across business processes to help them work more efficiently. Windows SharePoint Services allows teams to create Web sites for information sharing and document collaboration, benefits that help increase individual and team productivity.

For more information about Microsoft Small Business Server 2003, go to: [www.microsoft.com/sbs](http://www.microsoft.com/sbs)