

BUSINESS CONNECTIONS

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Fiber Internet Keeps Pace With Healthcare




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COMMUNICATIONS

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BUSINESS CONNECTIONS

Healthcare is one of the fastest growing fields, and technology is growing with it. Rainbow Communications is pleased to be part of the healthcare technology revolution, which depends on fast, consistent Internet service. In this issue of *Business Connections*, we take a look at some new developments in healthcare, both generally and locally.

We start by **Taking the Pulse of Healthcare Technology**. On page 3, we describe some of the amazing new tools providers can use to offer better service and promote improved health. Electronic health records are just the beginning of how technology can make healthcare faster and more effective.

On page 4, our Business Spotlight focuses on **Sabetha Community Hospital**, which is using a number of emerging technologies in its daily operations. A reliable Internet connection from Rainbow Communications is the foundation for connections between hospital databases, the ability to send radiology images for quick interpretation by a reader in Topeka, and interactive training videos from distant locations for hospital staff and community members.

You'll learn how to **Stand Up for Health and Productivity** on page 6. Research suggests that long periods of sitting can inhibit circulation and flexibility, and decrease attentiveness. That's why more companies are encouraging workers to stand at their desk for at least part of every day. The trend is catching on as more people realize the benefits.

Also on page 6, read about **Rainbow Communications' Fitbit Challenge**. Recently, Rainbow Communications employees were encouraged to walk more and share their progress. Motivation came from small teams, which walked together and set new distance goals each week.

No matter what industry you're in, consider how your business could be improved with new technology or upgrades to what you already have. If you're not sure, give us a call—we'll be happy to help you figure it out.

Sincerely,
Rainbow Communications
Sales Department



L to R: Julie Bergman, Sales Representative; Amiee DeFore, Technology Solutions Clerk; Angie Kreider, Sales Account Manager, and Jerad Enneking, Sales Representative



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Taking the Pulse of Healthcare Technology

How new tools are improving patient health and provider efficiency



As in many industries, professionals in healthcare have found themselves increasingly dependent on technology. Many of the latest methods for maintaining optimal health are driven by the Internet and the need for a reliable connection. Both patients and providers benefit as new advances in medicine make it easier to provide and receive medical care. Here are just a few of the emerging technologies:

Electronic Health Records

As the healthcare industry has shifted from paper to electronic health care records, much of this data has been stored on-premise within healthcare facilities. Now another shift is taking place for these records to be stored offsite on cloud-based platforms, allowing both providers and patients to easily and securely view them from any Internet-enabled device. Another benefit is the expanded capacity of cloud-based storage, which permits more complete information for each patient to be stored.

Tablets

Many healthcare providers have adopted tablet computers as their go-to tool for a wide variety of uses, including recording and reviewing patient data, accessing drug databases, scheduling patient appointments, and communicating with other providers. In addition, providers can use tablets to educate patients with easily accessible diagrams and other information. With tablets, providers can spend less time on paperwork and more time delivering quality care to patients.

Remote Patient Monitoring

Patients can wear or use devices that monitor their physical condition and send data to their medical practitioners at primary care

clinics, hospitals, nursing units, and other healthcare facilities. Health data collected in this manner includes weight, blood pressure, blood sugar, blood oxygen levels, heart rate, and electrocardiograms. Professionals can use this information to ensure their patients' treatment plans are on track or adjust as needed. In addition, patients can use it to monitor themselves and become more proactive in their own care.

Telemedicine

Remote access to healthcare is on the rise as well, and can be used in a couple of different ways. One is to share files, test results, and other data via secure email platforms; in this case, the healthcare provider and patient can be interacting with the information at different times. The other is for the provider and patient to communicate in real time using audio and video technology. Both methods can help patients in isolated areas or those who are otherwise prevented from physically going to a healthcare facility.

Rainbow Communications is dedicated to ensuring that healthcare providers—as well as our customers in other fields—have the technology they need to perform their important jobs within the community.



Sabetha Community Hospital

Dedicated to community health for over 100 years

Sabetha Community Hospital has been serving the people of Sabetha, Kansas since 1904. Beginning modestly in a house owned by one of its physicians, the hospital has expanded over the years to become a key medical resource for area residents, schools, and businesses. It now includes a 25-bed acute care facility, numerous medical departments, and an off-campus five-doctor family physician practice.

Providing the Personal Touch

“Sabetha Community Hospital strives to treat each patient as an individual, and not just a number,” comments CEO Lora Key. Doctors, nurses, and administrative staff strive to maintain good patient communication throughout the entire hospital, aided by a high nurse-to-patient ratio. The staff of 140 is well known for kindness, compassion, and professionalism. Key frequently hears from patients how much they appreciate the care they receive at Sabetha.

The hospital has an ongoing goal to provide local access to as wide a range of services as possible. Departments include radiology, labor and delivery, emergency, laboratory, general surgery, physical and occupational therapy, and home health and hospice. To supplement these daily operations, the hospital holds monthly clinics in which specialists from the Topeka area—including cardiologists, pulmonologists, urologists, and neurologists—are brought in. These efforts help minimize the amount of travel local patients must endure during trying illnesses or injuries.

One area on which Sabetha Community Hospital plans to focus over the next several years is the long-term management of patients with chronic diseases, such as congestive heart failure and diabetes, by creating and maintaining new programs targeting those health issues. To that end, Key observes, “Maintaining our family practice physician base will be important in the future.”

Community Involvement

A number of hospital staff and doctors have deep, established roots in the Sabetha community, with many having grown up in the area. Two of the primary care doctors have been there for over 30 years.

Beyond local patient care, physicians are active in supporting the local school system through health and wellness initiatives. The hospital offers several scholarships in the healthcare field to graduating high school students and other community members. Outreach and education programs include breast-feeding support to new mothers, prenatal classes, diabetes

workshops, and Medicare plan assistance to senior citizens. The hospital's volunteer corps provides caring companionship to patients, including those in hospice.

An Electronic Lifeline

Sabetha Community Hospital utilizes cable TV and Internet services from Rainbow Communications. "Our fiber optic Internet service from Rainbow Communications acts as a lifeline for the hospital," notes Key. A fiber optic cable to the building supports the whole hospital system. Virtual Private Network (VPN) tunnels connect to the hospital's management data center. The radiology department can send digital images over the fiber optic cable to a reading radiologist in Topeka, promoting rapid diagnostic results. Interactive training videos (ITVs) facilitate webinars and training for both hospital staff and community members. An innovative Internet-based service called Fast Nurse allows patients to type in medical questions and receive an emailed response from a registered nurse within 24 hours.

"Our fiber optic Internet service from Rainbow Communications acts as a lifeline for the hospital."

—LORA KEY, CEO, SABETHA COMMUNITY HOSPITAL

Julie Bergman, Sales Representative at Rainbow Communications, comments, "In the past, healthcare was a pen-and-paper business, but with the widespread adoption of electronic medical records, patients and providers need data to be transferred securely and quickly. Fiber Internet from Rainbow Communications gives hospital staff the speeds they need to do this. For them, a reliable Internet connection is no longer just a convenience. It's a necessity."

The hospital has been very happy with the customer service it's received from Rainbow Communications, especially with its responsiveness to the hospital's specific needs. Key is pleased to have a direct "pipeline" into Rainbow Communications because of the close tie between the hospital's IT professional and Rainbow Communications' representatives.

As the hospital and its affiliated family physician clinic transition to a shared electronic medical records system by January 2017, Rainbow Communications will work closely with staff to ensure a smooth and efficient process. Patients and doctors will benefit from the new system, which will allow records to flow between the hospital and clinic, increasing both efficiency and care quality. It will be yet another way Sabetha Community Hospital honors its commitment to the people of Sabetha, now and into the future.



WHAT IS A VIRTUAL PRIVATE NETWORK?

Some businesses consider their Virtual Private Network (VPN) to be as important as their Internet connection. But what is a VPN? A computer network is two or more computers linked together. In the past, this configuration was only possible if the computers were physically close together. A virtual network links together computers in separate locations, and this type of network is **private** because, unlike other types of Internet connections, it doesn't involve going through a third-party provider. VPNs are useful for businesses in a variety of ways:

1. Connecting data centers in two or more locations.
2. Sending and receiving information securely.
3. Enabling remote workers to securely access company servers.
4. Conducting business from international locations.

VPNs are particularly important for businesses (like healthcare providers) that deal with sensitive information, that have multiple locations, that have remote workers, or that have workers who travel frequently.

For information about how Rainbow Communications can set up a VPN for your business, call 800-892-0163.

RAINBOW COMMUNICATIONS' FITBIT CHALLENGE

Recently, Rainbow Communications challenged employees to make progress toward their fitness goals by walking more. During the challenge, 10 employees posted the number of steps they took each day (based on Fitbit data), which motivated them to get closer to their goals or to increase them. Others chose not to participate in the program per se, but used the opportunity to work toward fitness goals on their own.

For additional motivation, employees created groups who walked together during work breaks. Each group had a leader who collected the number of steps the group took each week and created a new goal for the following week. Leaders also encouraged group members to reach each week's goal.

Executive Assistant, Sam McClain, says, "We consider the challenge a huge success. As a result of participating, many employees are still wearing Fitbits and taking advantage of work breaks to walk."



Stand Up for Health and Productivity

Sitting less during the workday can result in significant benefits

“Sit down and get to work.” You probably remember teachers saying that during your school years. But was it the best advice? Some research suggests that long periods of constant sitting inhibit circulation and flexibility, and decrease attentiveness. A recent study from Pennington Biomedical Research Center at Louisiana State University says that by reducing excessive sitting to less than three hours a day, a person can add an estimated two years to his or her life expectancy.

This information has led more companies to offer employees the option of working at a stand-up desk. The idea isn't new; history features many prominent stand-up desk users including Thomas Jefferson, Ernest Hemingway, and Winston Churchill. However, the trend is catching on as more people experience the health and productivity benefits of working while standing.

Even if you don't want to invest in stand-up desks at your company, there are other ways to incorporate more standing into the workday:

- **Stand up while talking on the phone.** Doing so helps many people stay alert and adds energy to their voices—particularly useful during sales calls.
- **Have stand-up meetings.** It's almost guaranteed that these meetings will take less time; when standing, people tend to get to the point more quickly.
- **Take regular activity breaks.** It can be as simple as a five-minute walk around the hallway or a few trips up and down the stairs.

The bottom line (pun intended) is this: Employees who are more sedentary have been found to be less productive. Is it time for your company to stand up and take notice?



Dr. Gregg Wenger



Dr. Chris Tramp

Returning to **Your Roots**

Welcoming experienced workers back home to this area

Each quarter, we highlight people in our community who have come back to the area after college or a job. For this issue, we recognize Drs. Gregg Wenger and Chris Tramp, who both work as physicians at the Sabetha Family Practice:

Dr. Gregg Wenger

Dr. Gregg Wenger left the local area in 1972 when he went to college at Kansas State University. Following college, he attended the University of Kansas School of Medicine. He then moved to Phoenix to complete his residency before returning to Sabetha.

Wenger explains, “Returning to the area seemed like a good idea because my wife and I are both from here, and we wanted to raise our kids around their grandparents. In addition, there was an opportunity to serve as a family physician for the practice. The timing was perfect.”

In his role at the family practice, Wenger’s responsibilities include taking care of patients of all ages with their day-to-day medical needs, as well as overseeing the emergency room in rotation with the other physicians. “It’s been good,” says Wenger regarding his decision to return. “It’s a nice community, my work partners have been great, and my job is very rewarding.”

Dr. Chris Tramp

Dr. Chris Tramp also left the local area to attend college and medical school, and to complete his residency. In 1995, he attended

Kansas State University, then went on to the University of Kansas School of Medicine and stayed in Kansas City for his residency training in family medicine.

When he was ready to start working as a physician, in 2007, Sabetha Family Practice was looking to hire a new physician. Tramp had just started a family and thought Sabetha would be a good place to raise children. He says, “My wife and I both had great childhood experiences here and were happy to move back.”

Tramp explains that the family practice model means “cradle to grave” care, including obstetrics. He notes, “Because I’m someone they knew as a child and adolescent, it sometimes takes time for people in the community to get used to me being their doctor. But overall, everyone is great, and it’s wonderful to be taking care of these folks. Plus, the other physicians here and the hospital staff have all been terrific to work with.”

While moving from a city back to a small town has been a change for Tramp and his wife, he observes, “It’s been a blessing to be around our families, bond over a sense of pride in the community, and share common roots with people our age.”

Imagine how far your business could go at **1 Gig per second.**

The Rainbow Communications Fiber-Optic Network offers Internet speeds up to 1 Gig, roughly 100 times faster than the average broadband speed. Which means your business can quickly increase efficiency, productivity, and collaboration.

For details on pricing and availability, call 800-892-0163.



Turning vision into value.

At Rainbow Communications our business account team is committed to ensuring that your business receives the best value and the right solution for all your communications needs.



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