

# COMCAST BUSINESS ASSISTS WITH CONNECTIVITY CHALLENGES FOR NEW BEGINNINGS HEALTH CARE



California-Based Chiropractic Practice Improves Physician and Patient Experience with Comcast Business Internet and Comcast Business VoiceEdge™

## FAMILY-RUN PRACTICE DELIVERS PERSONALIZED CHIROPRACTIC CARE

Founded in 1991, New Beginnings Health Care is a family wellness practice offering a full range of chiropractic services to patients at its Monterey, California office. New Beginnings is run by a husband and wife team who built the practice from the ground up and are proud to serve a growing roster of patients, ranging from newborns to senior citizens. The practice, which serves more than 500 clients and averages 130 visits per week, is dedicated to helping patients overcome pain challenges and improve their overall quality of life.

“My wife and I are committed to delivering superior care and personalized service,” said Dr. Richard Westbrook, co-founder and Doctor of Chiropractic, New Beginnings Health Care. “We’ve been able to expand over the years and help a growing number of patients improve their chiropractic health. Moving forward, we’re committed to delivering a high level of service to our patients, not only in the exam room, but throughout all of their interactions with the practice.”

## SERVICE DELAYS AND HIGH COSTS IMPACT PHYSICIAN AND PATIENT EXPERIENCE

From setting the initial appointment through to the exam room, New Beginnings is dedicated to providing industry leading care and treatment, as well as a superior customer experience. The provider depends on electronic medical records (EMR) to build complete and accurate files for each patient. An outside firm generates and hosts each entry – they are not stored on premise. However, the ability to access these records in near real-time is critical to delivering timely and accurate care. With an average of 30 appointments each day, even small connectivity delays can cause physicians to run behind schedule, which impacts the patient experience.

A strong, reliable Internet connection is critical to enabling seamless EMR access and preventing delays. For a small, family run business like New Beginnings, cost is also a concern. Service was reasonable with their previous provider, but monthly costs were higher than desired. New Beginnings wanted to lower service expenses and decrease EMR access times.

## SITUATION

- Independent chiropractic practice in Monterey, CA.
- Serves 500+ clients and averages 130 visits per week

## CHALLENGE

- Existing communications services were costly
- Periodic delays in EMR access negatively impacted appointment scheduling and patient experience

## SOLUTION

- Comcast Business Internet
- Comcast Business VoiceEdge™
- Comcast Business TV

## RESULTS

- Seamless, near-instant EMR access
- Improved patient experience
- Reduced monthly costs

## COMCAST BUSINESS HELPS IMPROVE PRODUCTIVITY AND EFFICIENCY VIA ENHANCED CONNECTIVITY AND MANAGED COSTS

To address these issues, New Beginnings upgraded its service by switching to Comcast Business. The provider installed a 25 Megabit per second (Mbps) Comcast Business Internet connection to facilitate EMR access as well as enhance overall communication with patients, including improvements in patient intake, electronic billing, appointment reminders and general email communication. Since implementation, New Beginnings has enjoyed a lower monthly rate and faster service.

In addition to Internet, New Beginnings also upgraded its voice services to Comcast VoiceEdge™, a cloud-based voice and unified communications system, to help improve appointment scheduling and general communication between the practice and its patients. Finally, Comcast Business installed Comcast Business TV, which New Beginnings uses to air local programming and informative content in its waiting room to entertain and educate patients.

“Ease of use is essential in today’s world, and as small business owners we are always seeking ways to enhance processes and improve business efficiency,” concluded Dr. Westbrook. “Comcast Business has provided better service than we had previously at a more competitive price, which means streamlined record access, improved communication and a heightened experience for our patients. Working with Comcast Business means we have one less thing to worry about and more time to spend helping our patients.”

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