

## About Berkshire Facial Surgery

Oral and Maxillofacial Surgery practice that strives to provide the highest quality care to patients through the use of superior customer service, exemplary professional conduct and contemporary technical expertise.

## How did you hear about I.T.WORKS!

I first learned about I.T.WORKS! at a charity golf tournament. A friend from high school was working for I.T.WORKS!. I shared our current situation and the limitations we were facing in the IT portion of our business.

## What challenges/problems prompted a change?

At that time, we had three offices with minimal connectivity between them, and no prospects for a real solution moving forward. The company managing our IT at that time was a small, local company with a relatively capable team. However, they seemed to have reached their limit in terms of what they could offer us. The future challenges were seamless connectivity, expanded storage and bandwidth.

To be honest, I had settled into the frame of mind that what we had the best IT available to our practice. My friend really opened my eyes and convinced me that there was much more out there. We spoke about the I.T.WORKS! business model, and I really liked what he had to say. He explained the concept of contacting software vendors preemptively and building the network hardware to meet their requirements. This was an excellent way to prevent the finger-pointing that often accompanies troubleshooting IT systems. I found the concept of remote access to our network very intriguing. To my staff and I, this was a revolutionary concept. Ironically, our foursome won the golf tournament, but my feeling of accomplishment was far overshadowed by the excitement I felt in learning more about our future possibilities.

## How was the implementation of our solution?

It's difficult for me to remember exactly how implementation occurred, however in retrospect, that's probably a very good thing. I do recall a significant investment in hardware, but it was not overwhelming. The I.T.WORKS! team was sensitive to the financial impact of integrating their services and they were careful to maximize the hardware we had available. Early on, there were some kinks that needed to be worked out, but this is to be expected when implementing any major changes in your day-to-day business operations.



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To their credit, with every major move, I.T.WORKS! was always honest about the potential impacts on our service and functionality. Even more impressive to my staff was the friendly, flexible, approach I.T.WORKS! team members consistently take in approaching issues. And although this may seem a bit trivial, the concept of having a desktop icon providing the ability to report problems on a computer that could be fixed in the background while business continued, was revolutionary.

### **What was the initial reaction to our service?**

A surprising realization early on after our transition was it became readily apparent that we had not hired an IT company, but rather we had partnered with a business that could truly help us meet our full potential. In a busy workday, IT issues can be stressful. There is no right time to address IT issues and more importantly, remedy them. Thankfully, I.T.WORKS! team-oriented unique model of maintenance and troubleshooting, minimized potential conflicts, while maximizing the efficiency of our office.

### **Has this solution saved money and/or increased productivity?**

For anyone interested in upgrading their IT framework and support, I truly believe that I.T.WORKS! offers an excellent managed IT solution. However, I would caution those looking for those solutions to be clear in understanding that this is an investment, not a giveaway. There is an investment of time in implementing the services and there is certainly an investment in the equipment and upkeep needed to maintain a top-flight Network. This cannot be overstated. These are not one-time expenses, and it needs to be emphasized that these are ongoing investments. If a business is looking to save money by reducing IT and network expenses, this is definitely not a solution for them.

### **What have you been most impressed with?**

A question that I have been asked several times in the past has been “was it worth it?” The answer is overwhelmingly YES! Our capabilities have dramatically increased over the past 10+ years. We share vast volumes of information across the network, emerging technologies have been seamlessly integrated into our surgical practice without up ending or reconfiguring our current solutions, and we can continuously work with available IT. In addition, day to day technology is compliant according to HIPPA standards and protocols, protecting my patient’s information and my practice.

### **Is there anything else we should know?**

As I reflect on our relationship with I.T.WORKS! over the years, I am struck by the foresight and execution of the I.T.WORKS! team in constructing a network that would meet my needs not just 10 years ago but today as well.

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managed IT services



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