



RODEO DRIVE
WOMEN'S
HEALTH CENTER

Top-Ranked Health Clinic Goes Digital with WiLine Internet and SD-WAN for Route Diversity

Cloud-based medical systems require high reliability with redundancy to support outstanding patient care.

Advanced Medical Care Requires Excellence in Technology

As one of the top hot spots for women's specialized OB/GYN health needs in Los Angeles, Rodeo Drive Women's Health Center (RDWHC) maintains high standards for providing the most advanced care available in a warm, friendly, and comfortable environment. Reliable internet is critical in meeting that standard as many of the clinic's critical services depend on modern online tools, such as electronic medical records (EMR) and image transfer.

"Modern healthcare practices simply had to go paperless to keep up with treatment advances and patient chart information needs," explained Alex Baskin, COO at RDWHC. "And that means that to run the business effectively, you have to have reliable, cost-effective internet. Fortunately, I found WiLine."

When the clinic first decided to go paperless in 2015, Baskin started evaluating EMR options, looking to take advantage of cloud-based services. However, the clinic was using AT&T for internet which simply didn't offer the necessary bandwidth. Further, he knew the cable pairs coming into the building were inadequate as they'd had issues with phone quality, so he looked at multiple options, including fiber, microwave, and cable.

"It became obvious that only WiLine offered everything we needed at that time in a 50 Mbps package," Baskin said. "I knew that with two WiLine antennas on the roof pointing in different directions, the odds of failure were very low. When you're running an infrastructure that's responsible for supporting the healthcare needs of over 150 patients a day, network reliability is mission critical."

Company At-A-Glance

Rodeo Drive Women's Health Center

Location: Beverly Hills, California

Industry: Healthcare

Goal

Ensure reliable internet connectivity to support critical online operations for busy women's clinic in high-profile Los Angeles suburb.

Solution

WiLine dedicated internet access (DIA) at 500 Mbps as the primary internet connection coupled with a 200 Mbps fiber connection as a backup circuit managed by WiLine SD-WAN.

Benefits

- High-speed connectivity and performance to support modern business operations.
- Network reliability for health-critical medical applications.
- Simplified IT environment for management ease.
- Full redundancy with route diversity to avoid outages.

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Quick and Easy Upgrades

In 2018, the clinic upgraded to 200 Mbps service to support its growing number of online healthcare applications and a new VoIP phone system. Baskin also solidified redundancy by introducing route diversity.

"By then, fiber was also coming into the building so we started using it for redundancy while WiLine acts as the main pipeline for all of our daily data and voice bandwidth needs," he explained. "In our most recent upgrade, we moved to 500 Mbps and deployed an SD-WAN solution from WiLine. The upgrade was easy and gives us ultimate peace of mind knowing that WiLine delivers service to our rooftop and the fiber is delivered to the basement so if there is a fiber cut, we won't lose the WiLine service so patients and staff members won't be impacted."

This peace of mind means that Baskin and his team of healthcare professionals can focus on providing the best patient care, rather than spending valuable time and effort managing IT issues.

Optimum Connection to the Cloud

The clinic's cloud-hosted applications include the Athena EMR system, which handles many of the intricacies of patient management, including scheduling, medical charts, clinicals, insurance claims, and billing. Another important demand on bandwidth is the transmission of ultrasound imagery to a cloud-based archiving. Transferring patient charts to and from other facilities can also spike bandwidth demand at times, as does general office usage.

The level of bandwidth through WiLine also enables the facility to offer a guest Wi-Fi network and operate a comprehensive security camera system that also stores footage in the cloud. In addition, the clinic was able

to respond quickly to the covid pandemic and provide telehealth consults to patients, a service it continues to support.

"WiLine provides us with a plug-and-play solution that compares favorably to other vendors," Baskin said. "Tech support has been rock solid, it's easy to deploy and scale, and it's highly reliable. Anyone who doesn't have a cost-effective fixed wireless internet service from WiLine is playing with fire, especially when there's so much construction going on and the odds for a cable cut are not zero. That was always my biggest fear because then you're potentially out of business for a long time. WiLine gives me that built-in redundancy and route diversity so I don't have to worry. I get exactly what I pay for and it just works."

