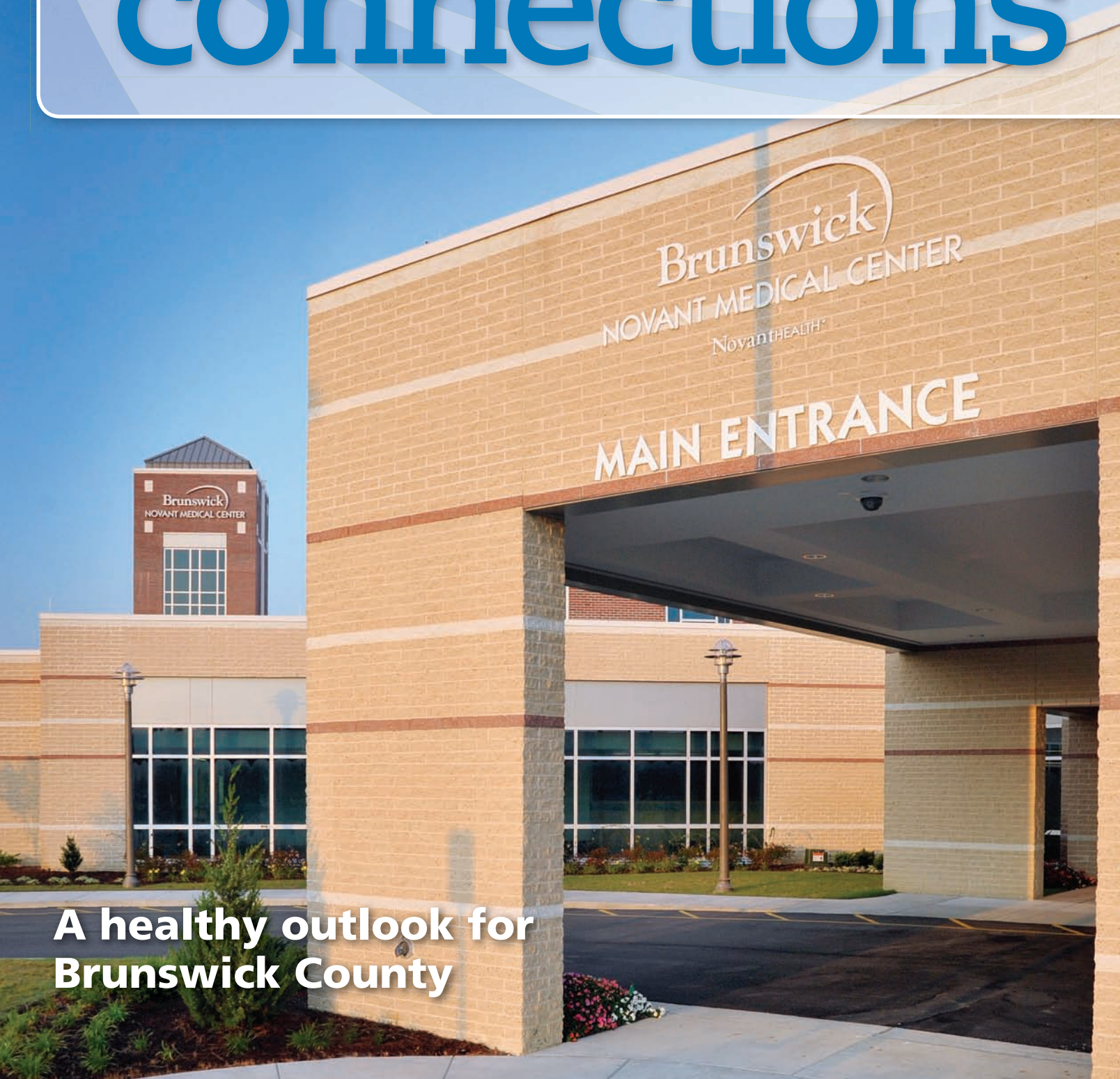


BUSINESS connections



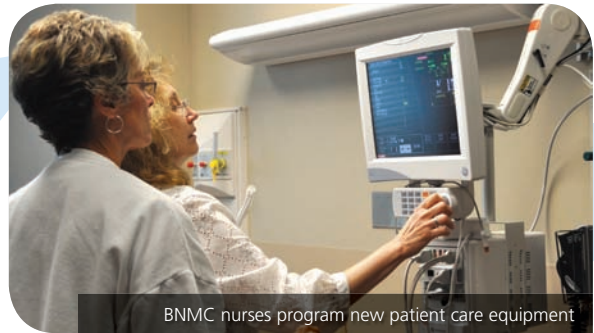
**A healthy outlook for
Brunswick County**



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BNMC nurses program new patient care equipment

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BUSINESS connections

Health care is a hot topic these days, and one that fosters spirited discussions between providers, politicians, and patients. One piece of common ground seems to be the goal of using technology to expand the reach of services and improve their quality and efficiency. To that end, ATMC is pleased to help meet the growing communications needs of our community's health care organizations.

In this September issue of *Business Connections*, we focus our attention on how some local providers are benefiting from the communications solutions available from ATMC. It starts on page 3, where we take a look at Vision Square Eye Care and the new ESI phone system it recently had installed to streamline call management. Speaking of phones, the combination of smartphones and medicine is covered on page 6, including the experience of a local dentist who says his smartphone is "as much a part of my practice as my dental chair and tools."

Our community recently gained a tremendous new resource with the opening of the Brunswick Novant Medical Center, and you can learn about this impressive facility on pages 4 and 5. ATMC worked with Brunswick Community Hospital for many years and this partnership continues with Brunswick Novant Medical Center. It's an honor to provide the voice, data, and video services required to keep everyone there connected.

Please contact ATMC if you'd like an assessment of your current communications services and recommendations for upgrades. When you need reliable and affordable solutions, we're just what the doctor ordered.





From top: Doctors Kathy DesLauriers, Chris Moshoures, Elizabeth Cooke, and Debra Webb



Staff of Vision Square Eye Care

Seeing the *Value* of Phone Technology

Vision Square Eye Care enhances efficiency with an ESI phone system

Vision Square Eye Care is dedicated to helping patients of all ages—from one to 101—have good vision and healthy eyes. The practice has served the South Brunswick Islands area since 1973 and has offices in Shallotte and Southport. Its services include:

- Comprehensive eye exams
- Contact lens fittings
- Pediatric and geriatric examinations
- Diagnosis and treatment of glaucoma and dry eyes
- Lasik evaluations including corneal topography
- Prompt referrals to board-certified ophthalmologists
- Complete follow-up care after cataract or LASIK surgery
- Driver's license eye exams for patients in North Carolina or South Carolina

Four doctors practice at Vision Square Eye Care: Dr. Chris Moshoures, Dr. Kathy DesLauriers, Dr. Debra Webb, and Dr. Elizabeth Cooke. Also on the staff is Karen Moshoures, FNAO, a North Carolina licensed and board certified optician who

manages the laboratory and the optical department at the Shallotte office. With this many doctors and a long list of patients, Vision Square Eye Care clearly needs a powerful phone system to stay connected. It looks no further than ATMC.

"We've been an ATMC customer for 39 years," says Dr. Moshoures, who founded the practice. "Recently ATMC installed a new ESI-1000 phone system in both of our offices. Our practice has 15 phone lines and the ESI system makes things easier for us. For example, the Auto Attendant feature is set up so that when patients call in after hours, they get an extension number where they can leave a message; the system then automatically calls the doctor who's on call," he notes.

Dr. Moshoures appreciates the support Vision Square Eye Care receives from ATMC. He says, "ATMC trained us on our new ESI system and their people are always available by phone if we have questions. We don't need much assistance though, since it's an easy, self-explanatory system with a Help Key for quick instructions."

Putting ESI to Work

ESI designs and manufactures a variety of innovative business phone systems to give workplaces of all sizes a competitive edge. Their award-winning systems are famous for making advanced capabilities easy to use, and they provide robust features and functionality at competitive prices.

Some of the most popular and useful ESI features are:

Auto Attendant – Lets you set up auto-answering that conveniently routes callers to desired destinations, either internal or external. If you prefer to answer live calls, Auto Attendant can assist with overflow situations.

ESI-Dex – This electronic rolodex on your phone will speed dial to any number in up to three lists.

Help Key – Gives pre-recorded verbal assistance and prompts for every system feature.

Record Key – Press to record conversations as they are taking place and/or personal reminder memos.

Caller ID – Allows you to identify the last 25 callers that placed calls to your phone and return any call by pressing one button.

To find out more about ESI phone systems, call the ATMC Business Services Group at 910-755-1675.

Caring for Growing Needs

Brunswick Novant Medical Center replaces Brunswick Community Hospital

Photos from left to right: Denise Mihal, President of Brunswick Novant Medical Center; State-of-the-art operating room; View of the new hospital at dusk

Brunswick County's population has exploded. With a 600 percent increase, the county ranks second in the state for population growth over the past decade. Not surprisingly, Brunswick Community Hospital (established in 1977) would have required extensive retrofitting to meet the demands of this growing population. After Brunswick Community Hospital thoroughly explored the options of building a new facility or retrofitting the current one, the decision was made to build the new Brunswick Novant Medical Center. This facility, part of the not-for-profit Novant Health system, is designed to expand so that it not only accommodates the current decade but the next 30 years and beyond.

Brunswick Novant Medical Center opened on July 31, 2011. It's located approximately three miles north of the former Brunswick Community Hospital on the south-bound side of Highway 17 at 240 Hospital Drive NE in Bolivia.

More Space and Services

The state-of-the-art facility features 74 acute care beds —14 more than the previous hospital —as well as four observation beds and an additional operating room for five total operating rooms. Services include a 24-hour emergency department, maternity center, intensive and progressive care units, surgical services, imaging and laboratory services, physical therapy, speech therapy, cardiac rehabilitation, and pulmonary rehabilitation. Brunswick Novant Medical Center also offers patient-



focused amenities including all private rooms, dining-on-call room service, wireless Internet throughout the facility, a health library, and extended visiting hours.

Brunswick Novant Medical Center has the latest in communications technologies delivered over fiber facilities.”

— **MARCUS PETERSON**, BUSINESS DEVELOPMENT MANAGER, ATMC

As was the case at Brunswick Community Hospital, ATMC is the communications provider for Brunswick Novant Medical Center. Marcus Peterson, ATMC Business Development Manager, notes, “For years, ATMC provided many feature-rich services to Brunswick Community Hospital, including access to reliable business telephone service, cable television, long distance, and broadband. When plans were announced for the new facility, ATMC worked hand-in-hand with the technology staff to discuss what communications services would be needed. We also did everything possible to ensure that the transition of services from the old location to the new one was seamless.”

Bandwidth to Keep Up With Pace

Peterson adds, “Brunswick Novant Medical Center has the latest in communications technologies delivered over fiber facilities; this provides high-capacity



bandwidth capable of delivering diverse services in a very reliable manner. It also means that ATMC will be able to meet the hospital's needs today and grow with them as their needs change in the future. We are very excited about our partnership with the new Brunswick Novant Medical Center."

One example of these communications technologies is the Business Broadband/MetroE service provided by ATMC. The bandwidth enables Brunswick Novant Medical Center to keep up with emerging medical advances such as remote diagnostics and imaging tools. High-definition radiology images can be transmitted in just a couple of minutes, leading to better patient diagnosis and treatment.

ATMC is great to work with, and always very responsive when we have questions."

— DENISE MIHAL, PRESIDENT, BRUNSWICK NOVANT MEDICAL CENTER

"A hospital is a very dynamic business that relies on technology to communicate both internally and with patients. The challenge experienced by ATMC is keeping up with their needs as they evolve. We have met this

challenge by providing Brunswick Novant Medical Center with a dedicated account representative who focuses on providing support and consultation related to ATMC products and services. This way, we can respond to their needs and meet their expectations much faster," says Peterson.

A Healthy Outlook

Denise Mihal, President of Brunswick Novant Medical Center, is pleased to see this building project finally come to completion. Mihal explains, "We are excited about opening the new hospital in a county where local residents have so passionately declared the need for increased access to health care. Our leaders, physicians, nurses, and staff will work to ensure that this hospital lives up to the community's expectations and that it is a model of patient care both locally and across the state."

Mihal adds, "ATMC is great to work with, and always very responsive when we have questions. I feel confident in the partnership our two organizations have developed and know that as our technology needs continue to increase, ATMC can accommodate this growth."

Invaluable Business Lessons for Free

The Small Business Center (SBC) of Brunswick Community College offers many free programs, including the ones below, to help make your business more successful. To see the complete list, go to www.brunswickcc.edu > **Continuing Education > Programs > Small Business Center > Fall 2011 SBC Schedule**. Space is limited, so register soon by calling 910-755-7380.

Raise Your Credit Score Over 740, Receive that Business or Loan

Leland Campus
Tues., Sept. 13
6:00 pm – 9:00 pm

Keeping Score – Small Business Financials

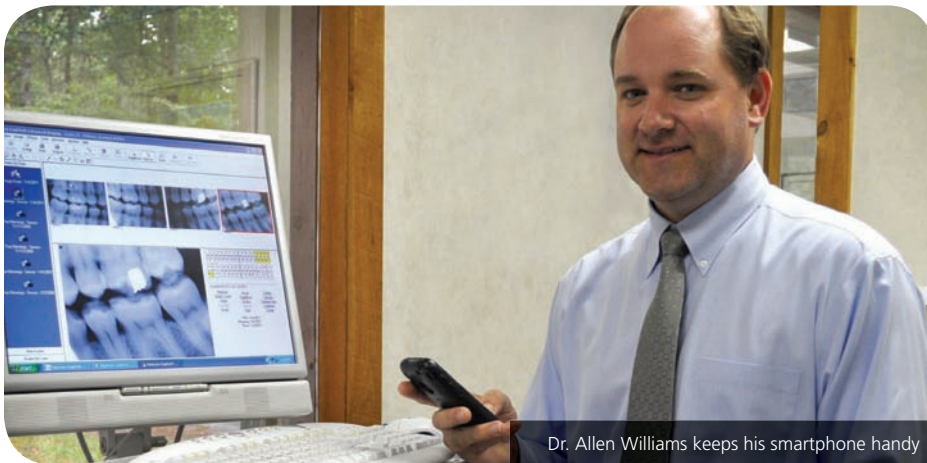
Main Campus
Tues., Sept. 27
6:00 pm – 9:00 pm

How to Start Your Business with a Minimum of Screw-ups

Leland Campus
Wed., Oct. 19
6:00 pm – 9:00 pm

Access to Capital – Financing through SBC and/or USDA

Leland Campus
Thurs., Nov. 3
6:00 pm – 8:00 pm



I Need My Smartphone, **STAT**

Using QR Codes for Marketing

QR or Quick Response codes are funny-looking symbols that can be placed on posters, business cards, websites, or anything else with a visual component. Viewers use their smartphone's camera function to scan the code, and the phone directs its browser to a URL with special information.

To make this work on your smartphone, you need to download a QR code scanning app, such as NeoReader, QuickMark, or Optiscan. Once you've downloaded a QR code scanner for your smartphone, try using it to scan the following QR code, which points to a special ATMC Wireless offer you don't want to miss!



Your business can use QR codes for a variety of promotional purposes including:

- Valuable coupons and offers
- Free shipping
- Directions to your location
- Installation instructions
- Exclusive invitations

To generate a QR code, use one of the many websites currently available such as <http://qrcode.kaywa.com>, <http://qrcode.good-survey.com>, or <http://sparqcode.com/static/maestro>.

Medical professionals are increasingly using Internet-enabled devices

A February 2011 *Radiology Today* article states, "A recent study by Spyglass Consulting Group ... notes that 94 percent of physicians are using smartphones to communicate, manage personal and business workflows, and access medical information." According to the article, the number of physicians using smartphones has risen by 60 percent since 2006.

Doctors and other health care professionals—such as nurses, EMT providers, and medical students—use smartphones and other Internet-enabled devices to communicate quickly with colleagues and to access reference materials on such topics as drugs, diseases, and medical news. Popular medical apps include Epocrates, Medscape, and Micromedex.

Local dentist, Dr. Allen Williams of Atlantic Dental Associates, is a devotee of smartphones and considers his an integral part of his dental practice. He notes, "It's as much a part of my practice as my dental chair and tools. I do a lot with my smartphone, everything from communicating with patients to using the Micromedex app to check on

possible drug interactions that may occur between prescriptions a patient is already taking with the pain or antibiotic meds I might prescribe."

I do a lot with my smartphone, everything from communicating with patients to using the Micromedex app to check on possible drug interactions..."

— DR. ALLEN WILLIAMS DMD, PA,
ATLANTIC DENTAL ASSOCIATES
910-754-6718

Dr. Williams' smartphone is an important part of his family and leisure time, too. He says, "I use a variety of smartphone functions and apps that help me balance work and family life. We use maps and travel apps on vacation and I even have apps for when I go hunting and fishing."

As reliable wireless service becomes more common in health care settings, more medical professionals will no doubt take advantage of smartphones to help them provide even better care to their patients.

ATMC

Business Class Broadband

Higher Speeds, Lower Prices



Because your business relies so heavily on the Internet, you need the most dependable connection possible. ATMC's Business Class Broadband is designed to bring you this high level of reliability and support. Now there's even better news: Business Class Broadband has been upgraded, so speeds have increased and prices have decreased.

As a current customer, no action is needed on your part to take advantage of the higher speeds and lower prices. Those who formerly had 3Mbps service have been automatically upgraded to 6Mbps, 5Mbps customers have been upgraded to 8Mbps, and 8Mbps customers — along with all others — are enjoying new lower prices with savings as much as \$500 per year.

Marcus Peterson, Business Development Manager at ATMC, explains the reasons for the upgrade, "We understand that fast, reliable broadband is a critical component in the success of today's business. To make our Business Class Broadband available to more of our business customers, we lowered our prices across the board and increased the speeds we supply. This was done so that each of our business customers would be able to utilize our

Business Class Broadband because it was designed with their unique set of demands in mind."

Peterson notes, "Business Class Broadband comes standard with a dedicated IP address, commercial grade router, and 24x7x365 monitoring and support with a one-hour response time to customer issues. Each customer gets a priority response number to ensure they receive priority service when they reach out to ATMC."

For now, speeds over 8Mbps are only available for areas served by fiber optics. For those outside of those areas, ATMC is working on alternative ways to deliver dramatically increased speeds. "Rest assured," says Peterson, "ATMC is taking steps to meet the bandwidth needs of our customers both now and into the future."

To make our Business Class Broadband available to more of our business customers, we lowered our prices across the board and increased the speeds we supply."

— MARCUS PETERSON, BUSINESS DEVELOPMENT MANAGER, ATMC

For more information on Business Class Broadband, contact the Business Services Group today at 910-755-1675.

Are You Ready for IPv6?

Internet Protocol version 4 (IPv4) has been used for Internet communications since 1981. The rapid growth of Internet-connected devices such as smartphones and tablets, however, has made a new version of the protocol, called IPv6, necessary.

IPv4 uses 32-bit addresses, which allows for roughly 4.3 billion of them. That seems like a lot, but in the early days of the Internet, large research organizations like IBM and AT&T's Bell Labs gobbled up many of the addresses. Beginning in the 1990s, addresses were handed out more conservatively but were still easy to obtain. IPv6 makes room for vastly more addresses. Unlike IPv4, it uses 128-bit addresses, which creates space for trillions of unique numbers.

Clint Berry, Vice President Network Operations, says, "ATMC is currently IPv6 capable. Over the next 18-24 months, businesses in our area will need to upgrade some of their older network equipment if it is not IPv6 compatible. If you have any questions about this process, contact your ATMC Business Services representative."

Building a Successful Business takes **Vision**

For nearly 40 years, Dr. Chris Moshoures' focus has been on caring for the eyes of Brunswick County residents. From the very beginning, he has looked to ATMC to provide the communications services he's needed to fulfill his vision of a successful and growing practice.



Let us do the same for you.

For business solutions that work, call 910-755-1675.

Chris Moshoures, OD
and Karen Moshoures, FNAO



Vision Square Eye Care
910-754-2020