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Larry Pizzorni
*Vice president of support services
 Blue Ridge HealthCare*

Financing Solution Helps Healthcare Provider Get More for Less

Located in scenic Burke County between Asheville and Hickory, North Carolina, Blue Ridge HealthCare is a modern and progressive organization that includes two hospitals, two long-term care facilities, a retirement community, advanced wellness center, home healthcare company and more than two dozen physician practices. Their healthcare system is affiliated with Carolinas HealthCare System, the largest healthcare system in the Carolinas, and the third largest public system in the nation. Through this partnership, Blue Ridge HealthCare is able to obtain state-of-the-art diagnostic and treatment technology, allowing them to provide the best care available.

Consultedge, a premier communications integration organization and a PAETEC Partner, was approached by Blue Ridge in the hopes that they could replace an unreliable phone and voicemail system in one of their hospitals. Unfortunately, budgetary constraints continually delayed the progress of the upgrade. Upon predicting that their latest quote would once again fall outside of Blue Ridge’s allotted budget, Consultedge brought in PAETEC to discuss the possibility of utilizing the Equipment for Services (EFS) financing program.

FINANCING SOLUTION HELPS HEALTHCARE PROVIDER GET MORE FOR LESS

EFS is a profit-sharing mechanism that lets PAETEC customers use a portion of the money they spend on PAETEC services to subsidize new equipment purchases. It's a unique opportunity that allows customers to acquire the latest equipment and software with minimal or no capital outlay. In addition, it allows customers to work with their current communications equipment vendors, or one of PAETEC's preferred vendors.

Once Blue Ridge learned of EFS, the deal truly started to take form. This unique financing solution would not only allow Blue Ridge to upgrade the phone system at one of their hospital locations as was originally proposed, it would actually enable them to install a state-of-the-art, unified Avaya phone system at all of their other locations as well.

"EFS is really at the core of why we were able to support a new phone system," said Larry Pizzorni, vice president of support services at Blue Ridge. "I think there was no question we would have switched to PAETEC, but the financing program really enabled us to do it all at one time."

By utilizing EFS, Blue Ridge actually ended up getting more for less. Previously, Blue Ridge was spending in excess of \$30,000 a month to their old providers for network services alone. Now, Blue Ridge receives one bundled invoice from

PAETEC, which encompasses both their network services and their \$725,000 equipment lease, while still realizing a cost savings of several thousand dollars a month.

"We had been looking at a new system for several years," said Pizzorni. "Being able to take the savings that PAETEC offered and bundle it together with the ability to purchase the equipment was just a phenomenal opportunity. It was really a no brainer."

In addition to enjoying all of the enhanced capabilities that their new unified phone system affords them, such as four digit dialing between all of their locations, Blue Ridge enjoys the exceptional customer service PAETEC provides as well. "Our PAETEC representative really is the one that sold and put this together," said Pizzorni. "She did a phenomenal job in her due diligence. She went through books and books of invoices and looked at all the numbers. It was her work that really brought this whole thing together."

"The partnership that was forged between PAETEC, Consultedge, and Blue Ridge was really a win-win for everybody," added Pizzorni.

Financial Solutions

- Equipment for Services (EFS) and Software for Services (SFS) are exclusive financing programs that allow PAETEC customers to use part or all of what they pay for their telecom services to subsidize equipment and software purchases
- PAETEC can help customers subsidize equipment such as copiers, computers, printers, GPS systems, PBXs, and routers, and software such as office, engineering, and design programs
- To offer customers the highest-quality solutions, PAETEC works with over 350 providers such as Avaya, Cisco Systems, and Alcatel-Lucent – PAETEC is vendor-agnostic and willing to work with your preferred vendor

About PAETEC

PAETEC (NASDAQ GS: PAET) is personalizing communications for business-class customers across the United States. We offer a comprehensive suite of data, voice, and IP services, as well as enterprise communications management software, network security solutions, CPE, and managed services.

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