

Practice Thrives as North Hills Orthopedic Specialists Uses AT&T's Communications Services

SITUATION ANALYSIS

After years of working in a group practice, Dr. Patrick F. Kelly decided to take greater control of his success and income. Dr. Kelly, an orthopedic surgeon, took an entrepreneurial approach toward attaining professional success and opened North Hills Orthopedic Specialists in North Richland Hills, Texas, in January 2005.

Formerly, Dr. Kelly was one of many practitioners working for a multispecialty group. For years he worked diligently to improve the health and lives of thousands of patients but never felt entirely comfortable in the multispecialty group environment. He wanted to focus more of his time and energy on patients, and less on organizational concerns and paperwork. Dr. Kelly knew that his own practice could provide him with his desired level of professional and financial success.

Dr. Kelly has been well-rewarded for his business venture. In January, he was seeing approximately 60 patients a month. Over the course of several months, his business has boomed, thanks to his superior level of patient care, an ideal location and referrals from doctors at neighboring North Hills Hospital. Currently, Dr. Kelly sees more than 400 patients a month, enabling him to employ an additional orthopedic surgeon, with a search for a third surgeon under way and plans to open a second location. Kelly and his staff rely heavily on telecommunications and online services in order to stay on top of his flourishing business while continuing to deliver superior patient care.



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Dr. Patrick F. Kelly
North Hills Orthopedic Specialists

SOLUTION

When searching for a communications provider for his new business, Dr. Kelly turned to the new AT&T to provide support services. AT&T offered local and long distance voice services with one flat rate, a broadband AT&T Yahoo!® High Speed Internet DSL connection for high-speed Internet access plus the ability to network multiple locations, a service that Dr. Kelly will need when he opens his second office.

"I wanted a practice that delivered more personal patient care and was more technologically advanced than any other orthopedic practitioner," said Dr. Kelly. "I use my communications services to support electronic medical records and billing. I am also able to download and store patient X-rays and test results, as well as transfer them to hospitals and other practitioners."

The broadband and phone services enable Dr. Kelly and his staff to immediately communicate with patients, consult other physicians, house medical records, send billing statements via e-mail, access medical literature online, and store and access patient X-rays and files via the Internet, enabling Dr. Kelly to access the information no matter where he is located, as long as an Internet connection is available. Dr. Kelly also uses his broadband service to support his Web site, www.nhillsortho.com.

RESULTS

Dr. Kelly credits his practice's flourishing success to the technologically advanced processes he has chosen for storing and accessing medical records and patient information, along with superior patient care. He was very happy to find a service provider that understood his needs and had the ability to fulfill them.

Dr. Kelly said AT&T services have been fantastic and reliable, protecting against outages, downtime and dropped calls, enabling him to build the practice he desired.

"I am so pleased to have a successful practice, and AT&T has been essential in my efforts to streamline the business processes," he noted. "AT&T has been awesome, providing reliable services that enable me to run a technologically advanced practice and enhance patient care."

Services provided by former SBC companies, which are now part of the new AT&T Inc.

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