

Executive

- **Industry:** Health Care
- **Location:** Tennessee
- **Number of Employees:** 1,000

Business Challenge:

- Meet Commission on Accreditation of Rehabilitation Facilities (CARF) requirements in a brief timeframe.
- Accommodate demands for new technologies to improve patient care.
- Increase patient satisfaction with online services.
- Enable employees and volunteers to share information more rapidly.
- Expand remote facilities while controlling operating expenses.
- Increase security of patient records.

Network Solution:

- Engaged Cisco, EMC Corporation, and Dimension Data to quickly design and deploy a broad solution that met customers' needs.
- Installed digital signage and media to improve patient communication and enhance revenue through advertising.
- Deployed Cisco Wide Area Application Services (WAAS) acceleration, backup, and storage solutions to increase network efficiency, scalability, and security.

Business Results:

- Met CARF requirements by deploying new digital signage and media throughout facilities in Tennessee.
- Optimized Centerstone's core business application, CenterNet, without adding more bandwidth.
- Enabled new acquisition facilities to come online without adding complexity to the network.
- Improved online services and optimized existing infrastructure with Cisco WAAS.

Mental Health Facility Meets Accreditation Deadline

Centerstone Mental Health increases the efficiency, scalability, and security of their regional network.

Business Challenge

Centerstone is the nation's ninth largest behavioral healthcare organization, providing mental health services, substance abuse treatment, and related educational services throughout the Middle Tennessee region for 50 years. With 1,000 employees, Centerstone serves more than 55,000 people in 75 facilities and 150 schools and community locations.

Centerstone's motto is, "Everyone matters," so when the Tennessee-based nonprofit organization saw the opportunity to enhance patient care by supporting advanced technologies and expanding their facilities, they took it.

To accomplish this task, Centerstone needed to update their existing network so that it could accommodate increasingly complex services, while maintaining the security of patient records. The updated network needed to complement and extend the capacity of their existing network without increasing its complexity or exceeding their budget constraints. To obtain CARF accreditation, they also needed a quick turnaround on the implementation of digital signage and media.

Designing, deploying, and supporting this fully integrated network would require not only the best hardware and software, but also fine coordination and experience. Centerstone selected Cisco and partners EMC and Dimension Data to update, accelerate, and expand their existing network with Cisco WAAS infrastructure, storage, and backup solutions.

"WAAS has enabled us to optimize our core business application, CenterNet, without having to throw bandwidth at the problem."

Centerstone Mental Health Network Director, Tommy Gillespie

Network Solution

After successfully deploying the digital signage and media project, Cisco and Dimension Data created a network profile by evaluating the local and remote storage infrastructure and application delivery requirements. Cisco and Dimension Data used the profile to design a solution that combined storage consolidation with server virtualization. Cisco WAAS infrastructure was used to help create an integrated network and reduce local storage at branch offices. Cisco, through EMC, provided storage and backup solutions. To support future growth and changes in Centerstone's network, Cisco SmartNet services were also provided.

Successfully completing this complex project within the given timeframe required a high-level of multivendor coordination. Cisco, EMC, and Dimension Data worked together diligently to evaluate the customer's needs, design a comprehensive and integrated solution, and quickly bring the plan to fruition. The result will be a network that allows Centerstone to expand their facilities and meet CARF requirements, while enhancing their eHealth, CenterNet, and electronic medical record (EMR) support initiatives.

Business Results

The core mission of Centerstone Mental Health is to create and sustain the highest quality behavioral health services. With the new digital signage and media put into facilities throughout Tennessee, they have been able to meet CARF accreditation requirements.

With the WAAS solution provided by Cisco and its partners, Centerstone medical and administrative staff are now able to access their core business application, CenterNet, EMR and other online applications more reliably and quickly, improving patient care response times.

The new digital signage and media has had an immediate impact on advertising revenue and communication with patients and their families.

The ability to bring new sites up rapidly ensures that Centerstone will be able to serve more patients and their families. Being able to expand without adding complexity to the network helps save money and contributes to the nonprofit's success in reaching those who are in need.

Centerstone's enhanced network infrastructure and up-to-date digital signage and media will help increase productivity, reduce operating costs, and increase overall employee and patient satisfaction.

“Through the relationship with EMC and Dimension Data, we were able to leverage our offerings to provide the customer a complete solution that solved their business needs versus approaching them with point products.”

Cisco Vertical Account Manager in the Tennessee Commercial Group, Eric Chanh

Next Steps

Centerstone is planning a data center build-out and migration for 2008, including a core network upgrade, and storage replication for redundancy and risk mitigation. Multiple IP telephony and WiFi installation projects are also in progress. Successful deployment of Cisco WAAS, digital signage and media, and storage and backup solutions by Cisco and partners EMC Corporation and Dimension Data has created the foundation for Centerstone's continuing mission.

Keys to Success – Partnering

- EMC is our largest Data Center partner and has a growing Data Center Networking Practice reselling WAAS. Engage EMC early and often in your accounts. For more information: <http://www.in.cisco.com/marketing/datacenter/partners/emc.shtml>.
- EMC selling WAAS creates an opportunity for EMC to sell Cisco MDS.
- Select a strong partner with proven WAAS practice, such as DiData. Certified AT Partners allow for smoother and faster WAAS POC and close rate.

Product List

Application Networking Services

- Cisco Wide Area Application Services (WAAS) Software
- Cisco Application and Content Networking System (ACNS) Software
- Cisco WAE-612 Appliance
- Cisco WAE-7326 Appliance

For More Information

To find out more about Cisco WAAS, go to http://cisco.com/en/US/products/ps5680/Products_Sub_Category_Home.html

To learn more about all Cisco application networking solutions, go to <http://cisco.com/en/US/products/hw/contnetw/index.html>

To read additional case studies about Cisco WAAS, go to http://www.cisco.com/en/US/products/ps6474/prod_case_studies_list.html