GOLDINSKIN

DERMATOLOGY AND
DERMATOLOGIC SURGERY

AS A BUSY AND RAPIDLY EXPANDING PRACTICE, IT TECHNOLOGY IS CRITICAL TO ALL ASPECTS OF OPERATIONS

CASE STUDY

GOLDIN SKIN DERMATOLOGY

Dr. Harry Goldin of Goldin Skin Dermatology has been treating patients in the Chicago area for over 20 years. As a busy and rapidly expanding practice, IT technology is critical to all aspects of operations. It's used for everything from billing to education to creating, storing, and safeguarding patient records.
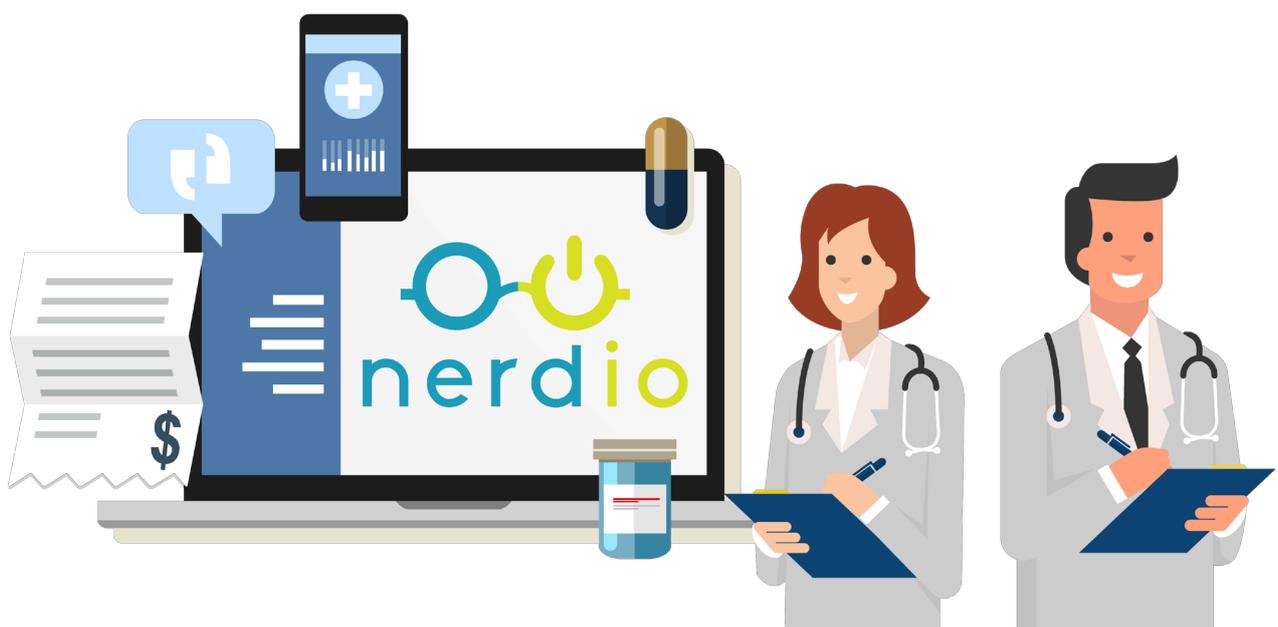
ABOUT THE CASE

But after Dr. Goldin's outdated technology burned him one too many times, he knew it was time to outsource IT to Adar.

Adar experts consulted with Dr. Goldin to understand the ins and outs of the business and create a strategic plan for IT solutions. We diagnosed the problems and wrote the prescription for success, Nerdio.

// PROBLEM 1

DATA STORAGE

As Dr. Goldin's business grew, his need for storage space did as well, eventually requiring two fully-active servers and 18 PCs. Computer monitors sat on countertops, towers were in cabinets, and power cords were tangled pretty much everywhere you looked. The servers were housed in a closet that continually overheated, forcing the doctor to install vents and fans in an effort to keep the area cool. It was pretty much a mess.
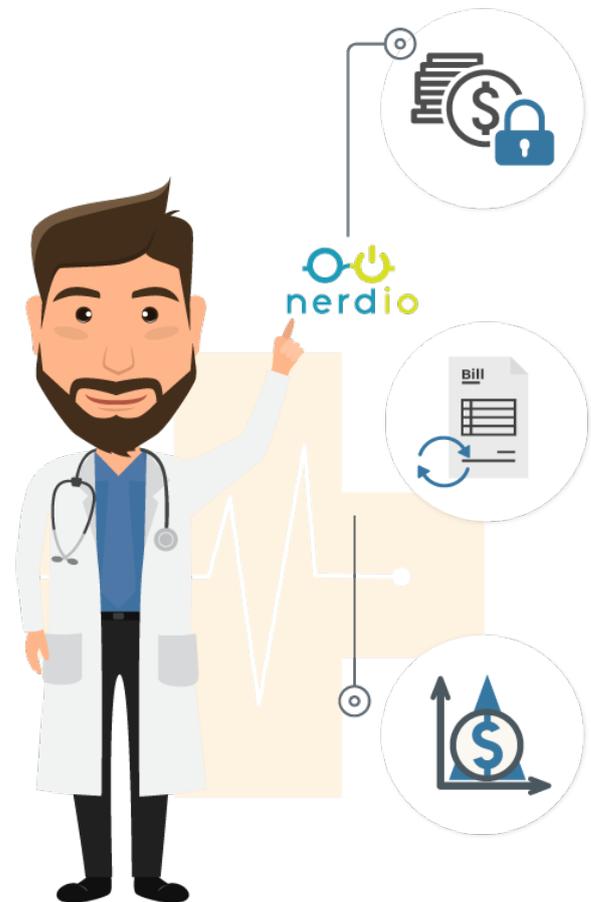
THE SOLUTION

Cloud based technology from Nerdio meant no more space-hogging equipment at the office. Adar provided special monitors that connect to peripherals via USB ports, so computer towers aren't necessary at all. Backups are run every two hours, ensuring all important data is maintained, secure, and in compliance with HIPAA standards.

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// PROBLEM 2

MAINTENANCE AND UPGRADES

As the system aged, problems began to surface. Every IT call was billed at $120 per hour (yikes), so Dr. Goldin often attempted to troubleshoot himself. Eventually, the problems took up too much of his time, and IT service professionals took up too much of his paycheck. New servers were needed. He put it off as long as he could, but when he almost lost an entire day's records and billings due to the outdated technology, Dr. Goldin put a call in to us. Smart move.

THE SOLUTION

By outsourcing IT to Nerdio, Dr. Goldin now pays just one fixed monthly rate for all of his services. We migrated and secured all data, removed the old servers and desktop computers, and provided hosted desktops. He'll never have to worry about expensive equipment upgrades again. The system was tested extensively before going live to ensure success. Now, whenever the office has a need, Nerdio has the right fix, without any additional fees.

As Dr. Goldin's practice gained patients, he finally lost his patience with the self-run IT system. He reports that his switch to Nerdio was just what the doctor ordered (get it?). With an innovative approach and state of the art technology, the days of lugging a laptop from room to room to avoid using ultra-slow desktops are gone. IT solutions make the entire business streamlined.

"My billing process runs faster. My data is backed up every two hours," says Dr. Goldin. "Nerdio tech support is great – virtually instant and always on the money. Their management is fantastic… beyond well-versed in every aspect of IT. I couldn't be more pleased!" Now that's what we'd call a glowing review.