

CustomMS

Managed  
Information  
Technology  
Services

CASE STUDY

**PARK EAST CARDIOVASCULAR**

Park East Cardiovascular is committed to providing the highest standard of cardiovascular care. At Park East Cardiovascular, patient care is the focus. Park East is a five physician cardiology practice serving the greater New York City area.

**REALIZED BENEFITS:**

- Predictable monthly IT support costs
- 96% decrease in time to resolve problems
- End-user uptime increased from 80% to 98%
- 95% of issues resolved before they became problems



Client Focus

**Park East Cardiovascular**

Sandy Iannarone is a very busy Practice Administrator at Park East Cardiovascular, a five physician clinical cardiology practice in Manhattan. Recently Park East Cardiovascular decided to move from managing their practice using paper and pencils to computers by acquiring two software applications; A4 Practice Management and EMR. Sandy was extremely concerned about their move to a computer centered operation. If the systems went down, the doctors could not see patients, people could not schedule appointments, MRIs could not take place and 80% of the office would come to a screeching halt. This was the most important decision they would make for the future success of their practice and it had to be done right.

Before they moved to the A4 Practice Management and EMR applications Park East managed their computer network under a contract that each year pre-purchased days of on-call technical support. This always presented a problem for Sandy since she would have to determine whether or not to wait until there were enough problems on her list of computer issues that needed to be resolved to make it worthwhile to call for someone to come on-site. If an urgent problem developed she would have to call for someone to come on-site immediately even though it may only take 15 minutes to solve the problem. From the time she placed the call until the service provider showed up might take a few hours.

Sandy called in Custom Computer Specialists, Inc. ("Custom"). A consultant met with Sandy to understand the goals of the organization, their problems and her concerns. A solution was developed and proposed using CustomMS, an IT managed services solution. This program provides Sandy with around the clock (24 hours per day 7 days per week) remote monitoring and management of her entire computer network from servers and routers all the way down to the desktop pc workstations, printers, and mobile users. Now when a problem arises, the Custom service desk notifies the appropriate individuals and typically resolves the issue within minutes.

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*"Personally I really like the fact that I send an email to the Custom Service Desk and know that they are on top of it working to solve the problem. I don't have to worry if the problem is going to get fixed. It's like having a very high level colleague who you know that when you pass them a problem it will be solved. When problems arise now they get resolved fast."*

Park East Cardiovascular

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*"The CustomMS Managed IT Services program really works for us. Park East could not attract and retain a person with the high level of skills and ability of our Custom Computer Engineers. We would have to pay a fortune to hire someone with those skills here in Manhattan. The amount we pay Custom each month is a fraction of the cost when you add everything up and the level of service is much higher."*

Park East Cardiovascular

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**CUSTOM COMPUTER  
SPECIALISTS, INC.**

Right People. Right Results.™

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