



Comprehensive managed IT technology for a comprehensive facility care provider

First Fertility, a leading provider of comprehensive and customized fertility care, is committed to helping patients grow their families. With the fastest-expanding network of fertility centers, First Fertility places unparalleled patient experience at its core. When rapid expansion through acquisitions necessitated the standardization of IT solutions across all locations to maintain high standards of care, they entrusted Windstream Enterprise to support their digital transformation.

At a glance



Industry

Healthcare

Customer

8 centers

57 locations

Challenges

Unreliable MPLS network

Aging security devices

Outdated voice systems

Unreliable data center connectivity

Lean IT team

Solutions

SD-WAN

Managed Network Security

OfficeSuite UC®

Cloud Connect

LAN Services

WE Connect portal

Results

Maximized uptime and performance

Robust security

Streamlined communications

Reliable cloud connectivity

Scalable, efficient IT management

Significant cost savings

Technological challenges impeding quality care

First Fertility faced several critical challenges that impacted their ability to maintain their high standards of care. Their existing antiquated MPLS network was expensive and also lacked automated failover, which led to downtimes and instability. This was a significant concern since uninterrupted service is essential in healthcare. In addition, their security devices were nearing end-of-life, posing significant risks to patient data protection—a critical concern for any healthcare provider.

The company's on-premises PBX voice system was outdated and costly to maintain, hampering effective communication within the organization. The switches and wireless access points were also approaching end-of-life, necessitating immediate replacements. Reliable connectivity to Azure data centers was essential for running critical applications like Electronic Medical Records (EMR), but this was another area where the existing infrastructure fell short.

Compounding these issues was the fact that First Fertility had a lean IT team of two members. They needed a standardized, scalable solution that they could manage

efficiently with limited resources. To solve these challenges, they were looking for a single vendor capable of delivering and managing the entire solution, which led them to Windstream Enterprise.

“Windstream provides the expertise across all our technology services and ensures stability and security across our organization and the scalability that allows us to continue to grow.”

Russ Kimbrell, VP of Technology
First Fertility

Crafting a comprehensive solution

Windstream Enterprise stepped in with a suite of tailored solutions designed to address each challenge. To start, Windstream Enterprise replaced the outdated MPLS network with SD-WAN, deploying dual access in an active/active

configuration. This new setup ensured automated failover, enhancing network stability and performance and streamlining network management.

Access to the single-pane-of-glass customer portal, WE Connect, was game-changing. Doug McClanaghan, IT Director at First Fertility, remarked, “We use WE Connect regularly to make changes to SD-WAN business policies, such as prioritizing real-time apps like video and voice. It’s easy to use and a great value.”

To address security concerns, Windstream Enterprise deployed next-generation firewalls through Managed Network Security. This robust data protection helps First Fertility better safeguard patient information and maintain HIPAA compliance.

The PBX system was replaced with OfficeSuite UC[®], a cloud-based unified communications solution that prioritizes voice traffic over the SD-WAN network. This transition resulted in major cost savings and improved voice quality.

Windstream Enterprise also upgraded the outdated switches and wireless access points with secure, cloud-managed alternatives, providing reliable WiFi for employees and guests.

Secure connectivity to Azure cloud services was achieved through Windstream Enterprise’s Cloud Connect, enabling high-performance access to critical applications, which was vital for the smooth operation of First Fertility’s EMR system and other applications.

Russ Kimbrell, VP of Technology at First Fertility, said, “Windstream Enterprise provides the expertise across our technology, ensuring stability and security across our organization and scalability that allows us to continue to grow.”

Delivering remarkable results

The partnership between First Fertility and Windstream Enterprise yielded impressive outcomes. The SD-WAN ensures continuous uptime by delivering more bandwidth for high-performance applications, while the next-generation firewalls protect patient data and meet stringent healthcare standards.

Transitioning to OfficeSuite UC eliminated the need for costly, dedicated voice connections. The new phones are easier to use and offer more capabilities, and administrative tasks are simplified via WE Connect.

Upgrading to Cloud Managed Switches and Secure WiFi provides reliable connectivity for all users, enhancing guest and employee experiences. And Cloud Connect ensures secure and efficient connectivity to all First Fertility locations.

The standardized solution has allowed First Fertility to scale operations without expanding their IT team. “The tech is easily scalable, and Windstream Enterprise provides the oversight to keep it running at peak performance,” Kimbrell said. “We can add new locations without adding more IT staff.”

Preparing for a future-ready infrastructure

First Fertility’s partnership with Windstream Enterprise not only modernized their network infrastructure but also positioned them as a leader in providing top-tier patient care through advanced technology solutions. With these robust systems in place, First Fertility is well-equipped to continue its growth and maintain its commitment to excellence in patient care.

“Everything is great, the Windstream support team is easily accessible and highly responsive. Windstream products are very reliable and stable.”

Russ Kimbrell, VP of Technology
First Fertility

Our managed connectivity, communications and security solutions are innovative. Your business outcomes are imperative.

For more information on how Windstream Enterprise can support your technology needs, visit [windstreamenterprise.com](https://www.windstreamenterprise.com)