

# PTD Chat

## PARTNER IN HEALTH CARE

### Geisinger Health System

Born and raised in Danville, daughter of a wagon-maker, Abigail A. Geisinger was a down-to-earth woman of average education and life experiences. But some force engendered in her the indomitable spirit, the forthrightness, and the clarity of vision that led her, at the age of 85, to build a hospital that ultimately became Geisinger Health System. "Make my hospital right; make it the best," she demanded of Harold L. Foss, MD, the young physician she chose for her first surgeon-in-chief.

Dr. Foss shared her vision and brought to it the professional expertise that would change the dream to reality. Trained at the Mayo Clinic, he had become committed to the concept of group practice, where specialty-trained physicians worked together to benefit their patients. Mrs. Geisinger concurred. It was a bold step in the early 1900s that has made Geisinger Medical Center the largest rural health care facility in the United States. Today, they care for more than 2.6 million residents throughout 44 counties in central and northeastern Pennsylvania. The physician-led system is comprised of more than 20,800 employees, including a 1,000-member multi-specialty group practice, seven hospital campuses, two research centers and a 448,000-member health plan, all of which leverage an estimated \$6.1 billion positive impact on the Pennsylvania economy.

Geisinger Health System is widely recognized for its innovative use of the electronic health record, and the development of innovative care models such as ProvenHealth Navigator® and ProvenCare®. These technologies improved care coordination, enhanced patient access to primary care providers and provide more effective and efficient disease and case management and continues a long-standing tradition by providing advanced healthcare services and demonstrating extraordinary success in the most complex cases. With this in mind, it's no surprise that they need reliable data and Internet connectivity.

When asked why they chose PenTeleData, Bob Murcek, Director of Network Infrastructure at Geisinger Health System, responded, "We initially chose PenTeleData for Internet service, more than a decade ago, because it was cost-effective and because so many of our patients, members, partners, and employees use PenTeleData for Internet access; the latter is important because it minimizes response time since traffic stays within our region. PenTeleData's Ethernet service via their fiber optic based network was so reliable that we began using their Point-to-Point Ethernet service to more than 30 locations including clinics, business offices, and partner hospitals. Most of these connections support real-time patient care applications such as electronic medical record access including imaging, and telemedicine such as heart ultrasound interpretation for partner hospitals. Uptime is critical."

In addition to a reliable and dependable network, the "behind the scenes" service is also important. Murcek added, "Not only have we found PenTeleData's service to be reliable, we have found that they are very proactive in monitoring their network and reliably inform us about planned maintenance that may affect our circuits. Overall, the



support we get from PenTeleData, in terms of ordering new service and providing special arrangements is excellent."

PenTeleData is proud to serve Geisinger Health System. Our NextGen Network is in progress, and will allow unprecedented speeds and future growth. Our new Wave Services will carve out a wavelength of light for businesses and other healthcare providers, like Geisinger, who count on the speed and reliability for customer and patient care. Our network also supports the current and eventual flexibility that the healthcare industry needs. Murcek explained Geisinger's future IT plans, "Geisinger's network supports their organization's vision and mission, which evolve as medical technology and practices develop. So, while we can do short-term planning and set medium-term goals, the long term is always unclear and flexibility is key. We appreciate that PenTeleData makes planning for upcoming technologies a priority."

## Contents

### PAGE 1

Our Partner in Healthcare - Geisinger Health System

### PAGE 2

From the Manager's Desk  
Upcoming Events  
We're Here When You Need Us

### PAGE 3

Our New Look...  
Our Map is Expanding to Better Serve Our Customers  
Customer Contest

### PAGE 4

July 2014 Customer Contest Winner  
Here's the Latest about Our Fiber and NextGen Network  
Fun Facts

## From the Manager's Desk...

Dear Valued Customers and Colleagues,

As we approach the end of our 20th Anniversary, it's a good time to reflect on what makes a business successful. I firmly believe that a company's most important asset is its people. For PenTeleData, that includes our customers, our employees, and our partners.

To our customers, thank you for your continued business and support. You've seen and heard us use these simple words over and over. That's because we appreciate that you allow us to be your data and Internet provider. I personally assure you that our goal is to continue meeting and exceeding your expectations for reliable data and Internet services with the added benefit of our knowledgeable and friendly staff.

To each and every employee that makes up our team, I appreciate your hard work and dedication. You are the voices and minds that make us stand out among other Internet providers.

To our partners, I am grateful to be part of such a well-planned and cooperative group. We've seen many changes since our early beginnings in 1994, but one thing has remained constant – our mission of providing world-class service to our customers. Thank you for making that possible.

Best regards,  
Jaime Mendes, V.P. of Operations - PenTeleData

## Events

### OCTOBER 8, 2014

Lehigh Valley Business Expo  
10 AM-4 PM  
Agri-Plex Expo Center  
Allentown, PA

### OCTOBER 19, 2014

Walnutport Canal Festival  
Walnutport, PA

### OCTOBER 23, 2014

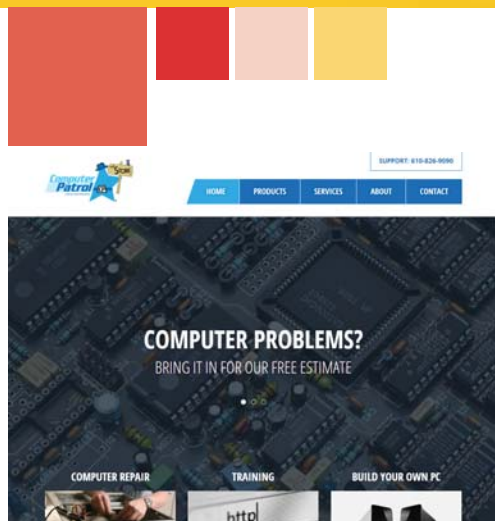
Ephrata Area Chamber of  
Commerce Expo  
4:30 PM-7:30 PM  
Ephrata American Legion  
Ephrata, PA

## We're Here When You Need Us

Jeff Bezos, CEO of Amazon, is known for his unyielding philosophy about customer service. He firmly believes that "Focusing on the customer makes a company more resilient." One example is his famous "empty chair" in the boardroom. He always brings an empty chair into meetings and informs his executives that they should consider that seat occupied by their customer, "the most important person in the room."

At PenTeleData, we take a very similar approach in our decision making. Our goal is to provide fast and informative support whenever you need it. That's why **our call center is available 24 hours a day, seven days a week, even on holidays.** Whether you need technical support, have a billing question, or want to discuss your Internet service, we're ready and able to help.



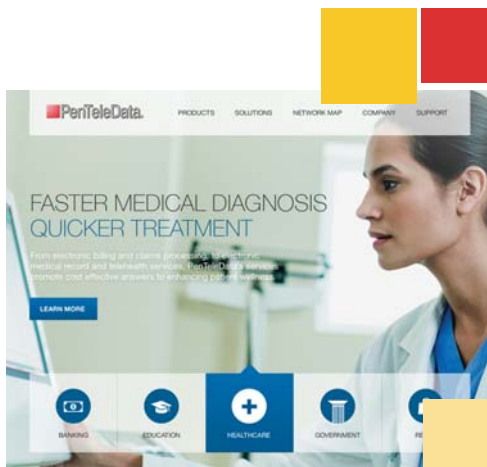


## Our New Look...

After the positive feedback we received about the redesign of [www.ptd.net](http://www.ptd.net), our residential website, we're ready to reveal some more "makeovers".

The first is for Computer Patrol "The Store". We've redesigned our website to make your shopping experience as simple as possible. That's right, you can now design a custom PC or Notebook directly on our site, so you'll see exactly what your dream options will cost and can decide accordingly. Just visit [www.cpthestore.com](http://www.cpthestore.com) to schedule a free computer repair estimate or learn about our products and services, including personalized training sessions and build your own PC offers. We've even included space on our homepage for a feature item, so check back periodically for our latest deals. If you prefer, stop in the store to browse. After all, we hope you'll stop to shop and return to learn!

The others, including our commercial site ([www.penteledata.net](http://www.penteledata.net)) and our Computer Patrol site ([www.ptdpatrol.com](http://www.ptdpatrol.com)) were getting close to completion at the time of this writing. If you haven't already received an email from us to reveal their launch, please watch for the announcement in the very near future.



## Our Map is Expanding to Better Serve Our Customers

PenTeleData has reached agreements with several other regional networks to provide connections for businesses. These arrangements provide the opportunity to serve our current customers who have locations outside our physical network. This allows those companies to maintain PenTeleData as their single point of contact for support and billing.

If you are a business owner or network manager who would like to inquire about PenTeleData service to your extended locations, please contact your Corporate Account Representative or call 1.800.281.3564.

## Contest

**OCTOBER 2014:**

PenTeleData is giving one lucky winner a Family 4-Pack of Tickets to see Penn State vs. Michigan State Football game on November 29, 2014.

**How to play:**

Rack your brain and figure out the answer to the brain teaser below.

Then send us an e-mail with your full name, address, daytime telephone number (where we can contact you), and the answer to the brain teaser below, to [chat@corp.ptd.net](mailto:chat@corp.ptd.net) All entries must be received by **10/31/14**.

**Good Luck!  
PenTeleData**

**Brain Teaser:**

**Where is the zombie's favorite room in the house?**



## Fun Facts

Stevie Wonder was 11 years old when he signed his first record contract with Motown.

All cows are females; the males are called bulls.

Volleyball was invented in a Holyoke, Massachusetts YMCA in 1895. Its inventor was William George Morgan. The game was first called "mintonette" and was played by hitting a basketball over a rope.

One 75-watt bulb gives more light than three 25-watt bulbs.

In one year, Americans generate enough hazardous waste to fill the New Orleans Superdome 1,500 times over.

In hockey, the penalty box is often referred to as the "sin bin."

The human heart rests between beats. In an average lifetime of 70 years, the total resting time is estimated to be about 40 years.

The Sears Tower is Chicago's tallest structure, towering at 1,454 feet. About 10,000 people go to work there Monday through Friday. The building has its own U.S. Post Official and ZIP code: 60606.

Starch is used as a binder in the production of paper. It is the use of a starch coating that controls ink penetration when printing. Cheaper papers do not use as much starch, and this is why your elbows get black when you are leaning over your morning paper.

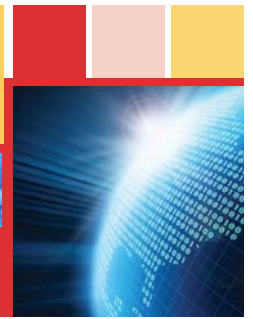
Within the hawk, or birds of prey, family, there are 208 species — eagles, hawks, kites, and Old World vultures, which are found nearly worldwide.

# JULY 2014 CONTEST WINNER!

Congratulations to David Lieberman of Mountain Top, Pa.  
Dave was the winner of a \$100 Amazon Gift Card and \$50 Gift Card to Computer Patrol "The Store" in Palmerton, Pa.

QUESTION: You can see nothing else when you look in my face, I will look you in the eye and I will never lie. ANSWER: Your Reflection

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## Here's the Latest about Our Fiber and NextGen Network

PenTeleData is preparing for the present and our next twenty years; our future with our NextGen network. Our engineers have been hard at work behind the scenes, ordering and placing new equipment at some of our nodes. They have been working with our partners to determine space and power requirements to upgrade our current design architecture for current and future needs.

Here are the recent and upcoming changes to our network:

**Greater speeds:** Our NextGen Network will allow faster access to your favorite websites, including YouTube, Google, Netflix and others.

**Wave Service:** We will soon have the capability to carve out a wavelength of light just for your business. This circuit sends pulses of light from one side of the network to the other. Since the light does not pass additional routers, it never converts to an electrical signal, which would slow it down. This is an express lane through our network to connect your business – literally at the Speed of Light! For example, if you go for an MRI at one medical facility, it can quickly and easily be sent to another campus for immediate review and diagnosis. When time is of the essence, every moment counts.

**DDoS (Distributed Denial of Service) Mitigation:** To protect both our network and our customers, we have implemented equipment that constantly monitors traffic entering from the Internet. When these devices notice an attack being generated towards our users it automatically routes the traffic through a specialized device that handles scrubbing out the nasty bits and sending on all the rest – in a totally transparent manner! When the attack stops, the traffic is routed back via the normal path. This is a network wide feature and something that's included in our offering at no additional cost to our customers.

**Third Party bandwidth analytics:** Bandwidth is the amount of data sent and received on an Internet connection. With broadband consumption increasing at exponential rates, it is very important that we have accurate records about the amount of bandwidth being used. This is important to our partners and to us. That's why we now have an outside company monitor our bandwidth usage. Using a third party that receives regular au-

diting of their collection practices ensures accuracy for our customers, our partners and our network. It will also provide us with statistics to analyze multiple areas of data and to plan effectively for the future.

**Quality of Service:** Here at PenTeleData, we are constantly pushing the technology we offer in order to provide our customers with the best possible service. Our commercial customers (excluding cable modems) have asked us to use our Layer2 and Layer 3 VPN services to support different priorities of traffic through our network. Most other providers will charge for this feature and greatly restrict you down to a couple different levels, such as "best effort," "premium" and "priority" and then funnel all your traffic through those few levels. What that means is that all of your traffic is still competing with other customers in the same level. We took a different approach to this, we are allowing our commercial customers to mark traffic on their devices and we will honor those classifications through our network! All this at no additional cost to you, our customer; it's simply a feature of using PenTeleData as your provider.

PenTeleData and our partners, including Service Electric Cable TV and Communications, Service Electric Broadband Cable, Service Electric Cablevision, Ironton Telephone and Blue Ridge Communications, have built a network that has nearly 10,000 miles of fiber optic cabling. It's the magic of the pulses of light that pass through our network to deliver billions of bits of data per second and make our Internet connections fast and reliable. After all, they are responsible for many important transactions, including the transmission of medical records, completion of ATM and credit card transactions, online research, government communications, and much more. Even wireless towers for cellular service and data require hardware and a network like PenTeleData to operate.