

# PTD CHAT

PENTELEDATA'S CUSTOMER NEWSLETTER

## CONTENTS

# PARTNER IN BUSINESS

PAGE 1

### OUR PARTNER IN BUSINESS - Sacred Heart Hospital

PenTeleData and Sacred Heart Hospital partner together.

PAGE 2

### LETTER FROM OUR GM

Our General Manager discusses how a little planning goes a long way.

### UPCOMING EVENTS

### OUR PARTNER IN BUSINESS - Sacred Heart Hospital (Cont.)

PAGE 3

### OUR CUSTOMER EDUCATION CONTESTS

The Customer Education Contest has been around for an entire year!

### WOULD YOU LIKE TO WIN SOME GREAT PRIZES?

Like us on Facebook and Twitter and be entered to win some great prizes.

### CUSTOMER CONTEST

PAGE 4

### OCTOBER 2012 CUSTOMER CONTEST WINNER

### BRING YOUR BUSINESS UP TO SPEED... EXPERIENCE A SONIC BOOM WITH OUR DOCSIS BROADBAND PACKAGES FOR BUSINESS!

### FULL SERVICE COMMUNICATIONS PROVIDERS

The PenTeleData Partnership

### FUN FACTS

## Sacred Heart Hospital

Sacred Heart Hospital is a 215-bed Catholic medical center located in central Allentown, Pa. Founded in 1912, Sacred Heart Hospital offers a wide range of advanced medical services ranging from obstetrics to bariatric surgery, vascular surgery, cardiology, rehabilitation and behavioral health services. They are nationally recognized in case management, as a Center of Excellence in Bariatric Surgery, are recognized as a Silver Plus Award winner for stroke achievement, designated as an Acute Primary Care Stroke Center, and its Transitional Care Facility was granted a Five-Star rating by the U.S. Centers for Medicare and Medicaid Services.

The history of Sacred Heart Hospital dates back to June 15, 1912, when a group of Missionary Sisters of the Most Sacred Heart from Germany arrived in Allentown to care for the sick and injured of the Sacred Heart Parish during a widespread diphtheria outbreak. The Sisters organized dispensary and visiting nurse services as the disease continued to advance. Three years later, in 1915, Sacred Heart Hospital was founded as a community institution.

Since Sacred Heart's mission is to care for those in need and their network expands throughout Lehigh and Northampton counties with both primary and pediatric medical care, reliable data connections are necessary for patient care. That's where PenTeleData becomes important to them. Our EtherPoint and MPLS Layer 3 Private WAN (Wide Area Network) data connections enable the main hospital to connect with their outlying offices. An MPLS Layer 3 WAN is a means for enabling any to any, routed IP communication between multiple WAN sites connected to the PenTeleData network. Each site on the network is configured with either static, or more commonly BGP (Border Gateway Protocol) routing. Then the PenTeleData MPLS core propagates those routes to each other remote site on the Layer 3 WAN. This way each site knows exactly how to reach any other site on



the network, without needing to traverse through a central customer hub. In a traditional multiplex network, you would need to fully mesh each site (that is, connect each site to all other sites with virtual circuits) in order to simulate this functionality. A Layer 3 WAN is typically used when an organization wants a WAN with a primary and a disaster recovery site. With the Layer 3 WAN each of the remote sites can communicate with the main and disaster recovery sites and with BGP routing they can automatically switch to the disaster recovery site if the primary site goes offline. The PenTeleData core network acts as the core router for the whole customer WAN. This provides secure and trusted communication for sharing medical records, including test results and billing information. In addition, it provides for One Call Scheduling, an easy and convenient service that enables patients to call only one phone number at Sacred Heart Hospital to coordinate scheduling for more than one study or appointment on the same day.

Patient morale is an important part of recovery, so the hospital has a special program that allows family and friends to send an e-Greeting (an encouraging e-mail) to patients who have been admitted. Then, volunteers deliver the message to the patient.

The hospital is also a PenTeleData Unleashed Hot Spot providing visitors with Internet access. Unleashed is available in locations across Pennsylvania and New Jersey and provides wireless high-speed Internet access to any user with a Wi-Fi enabled PDA or laptop computer. It is a free "on the go" Internet option for all PenTeleData partner broadband customers and available for a nominal fee to others.

When asked about why Sacred Heart Hospital chose PenTeleData over another data provider, Tracy Burkhardt, Director of Health Information Management explained, "The primary factors in our decision were reliability, response and cost. PenTeleData was able to prioritize all three. Their services have been

...Continued on page 2

## EVENTS

## March 22 &amp; 23, 2013

## Greater Pocono Chamber of Commerce Expo

March 22nd - 4-8 pm  
 March 23rd - 11 am-6 pm  
 Koehler Fieldhouse  
 East Stroudsburg University

## April 27 &amp; 28, 2013

## Carbon County Expo

April 27th - 10 am-8 pm  
 April 28th - 11 am-4 pm  
 Blue Mountain Ski Area  
 Palmerton, PA

## Letter from our GM

### Dear Valued Customers,

Welcome to the winter edition of our *PTD Chat*. I'm sure that you will find this edition to be full of helpful information.

Hurricane Sandy is still within recent memory, so perhaps it is a good time to mention the precautions we take here at PenTeleData to ensure that your service is reliable in any situation.

Internet and data connections have become mission critical for many homes and businesses. That's why we've been working very hard to make outages as minimal as possible. In fact, our goal for 2013 is to have none at all.

A situation may be considered a major outage anytime there is a prolonged disruption for a single major customer, anytime more than one node is out of service, anytime there is a global services failure or anytime there's a service-affecting condition that affects more than 50% of customers who are serviced from one location.

We've been proactively planning for outages for many years now. In 2008, we had 7 power related outages. At the time of writing this through 2012, one outage was power related. That's because we've instituted a rigorous schedule of preventative maintenances, during which time all generators are load tested, batteries in UPS's (Uninterruptible Power Supply) and DC (Di-

rect Current) plants are tested and environmental controls are inspected. It's a constant work in progress, but please be assured that the reliability of your service is our top priority.

The advantages of DC plants include:

- > DC plants run at 48V, while AC (Alternating Current) power sources run at 120 or 240V. The lower voltage makes it safer to work around.
- > When using an AC power source, there is an AC to DC power conversion that happens inside all of our equipment. Using DC power sources, we avoid that conversion and the associated power losses.
- > DC power plants are generally more reliable than AC UPSs. They have been in use in central offices at telephone companies for decades and are an extremely mature technology.
- > DC power equipment is less expensive and takes up less space while providing longer run time.
- > DC power plants are easily removable and have swappable parts that make repairs and storing spares easier.

Thank you for your business and continued support. We'll *Chat* again in the spring.

John Williams  
 General Manager

## PARTNER IN BUSINESS: SACRED HEART HOSPITAL (CONT.)

reliable. The network remained stable even during Hurricane Sandy, which impacted the Lehigh Valley region. During the storm we never lost our connectivity which is vital in order for us to care for our patients. We have found the support staff to be both knowledgeable and helpful at all times. They are always pleasant and willing to assist with whatever our needs are at the moment."

Like PenTeleData, Sacred Heart is committed to the quality of life and economic responsibility in their community. They are a partner with the City of Allentown in the revitalization of the urban core and have always been at the forefront of investing in the future of Allentown and the Lehigh Valley. The Hospital has taken the lead through their effort on the Heart of the City initiative, an effort to enhance the sense of community

at 4th and Chew Streets and create a campus like feel. Along with their Center City neighbors, they feel a responsibility to build community through economic investments. Sacred Heart also provides more than 1,300 jobs to the Allentown economy.

In recent years, Sacred Heart has made significant progress and has taken major steps to ensure the financial stability of the Hospital. The Hospital has seen record growth in admissions as well as in new physician recruitment. They plan to continue the expansion of their network. The leadership is steadfast in its commitment to ensuring the Hospital remains the heart-beat of center-city Allentown. As they do so, PenTeleData will continue to provide cost effective and reliable data and networking solutions to support their success.



## OUR CUSTOMER EDUCATION CONTESTS

**PHEW!** IT'S BEEN A BUSY YEAR! WHEN WE INTRODUCED OUR CUSTOMER EDUCATION CONTESTS IN THE LAST PART OF 2011, WE COULDN'T HAVE KNOWN HOW FANTASTIC THE CUSTOMER RESPONSE WOULD BE. IN FACT, MANY OF YOU HAVE EVEN MADE IT A POINT TO THANK US AND MENTION HOW HELPFUL YOU'VE FOUND THE INFORMATION.

If you haven't been reading the information and entering the contests at [www.ptd.net/securitytips](http://www.ptd.net/securitytips), here is a brief summary of some of the topics you've missed:

- > Phishers are often the originators of spam e-mail messages—especially the ones that mention a problem with one of your accounts and ask for personal information to deal with some urgent issue. If you receive an e-mail like this, attempt to confirm the validity of the message. You can do this by picking up the telephone and calling the organization or business in question or by visiting their official website. DO NOT click any links in the questionable e-mail message and DO NOT give the sender of the message any personal information.
- > Copyright protects the value of creative work, and any unauthorized reproduction or distribution is breaking the law. When using the Internet, there isn't a warning that tells you that your actions are illegal, but the law still applies. Federal law allows for severe penalties, including loss of your Internet service.
- > A virus is a very small computer program capable of embedding itself into files and/or computer programs. There are several types of viruses, some are very simple but yet annoying, while other, more advanced viruses will attempt to crack passwords, spam a network generating thousands of e-mails, install key loggers, etc. If you are on a network and you open an unsafe attachment, there's a very good chance that you are transmitting the virus throughout the network. In today's connected world, good virus protection is essential to protect your computer. Just as important as installing anti-virus software, is to keep it current, including purchasing the annual subscriptions.
- > Whether you're banking or shopping online, doing research or social networking, you need account passwords. Unfortunately, the more details you share, the easier it is for cybercriminals to use your information. One way to help keep your personal details safe is to choose strong passwords. To be sure that your password is secure, avoid using personal information or real words. Also, choose longer passwords and change them often.

Since customer education is a top priority, we'll continue these monthly contests throughout 2013 with some repeated topics and some new and updated information. Please check back each month for your chance to win some great prizes!

## WOULD YOU LIKE TO WIN SOME GREAT PRIZES?

Like a Google Nexus 7 tablet? Or a new Apple iPad? Then you should enter Our Contests. You'll learn important information that is helpful and current while at the same time gives you the opportunity to win some cool stuff!

If this sounds good to you then, Like our Facebook page or Follow Us on Twitter! We'll keep you up to date on important security tips, the latest industry happenings, ticket giveaways, customer education contest announcements and much more.

It's easy... just visit [www.facebook.com/penteledata](http://www.facebook.com/penteledata) or [www.twitter.com/penteledata](http://www.twitter.com/penteledata).

## CONTEST

### JANUARY 2013:

PenTeleData is giving one lucky winner a \$100 Amazon Gift Card.

### 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 1/31/13.

**Good Luck!**  
PenTeleData

### Brain Teaser:

I am a nut, but have no shell.  
Too many of me will make you  
swell. Sweet on the outside, I  
don't always have a middle.  
What am I?

 PenTeleData

## FUN FACTS

Raw broccoli, cup for cup, has twice as much vitamin C as an orange and almost as much calcium as milk.

Various U.S. cities are named after other countries. You can visit the U.S. city of Peru in the states of Maine, Nebraska, and New York.

The first chocolate chip cookie was developed in the kitchen of a Whitman, Massachusetts country inn in 1937. Simple experiments led to a recipe combining bits of chocolate candy with a shortbread type cookie dough.

Before 1933, the dime was legal as payment only in transactions of \$10 or less. In that year, Congress made the dime legal tender for all transactions.

The word "toast," meaning a proposal of health, originated in Rome, where an actual bit of spiced, burned bread was dropped into wine to improve the drink's flavor, absorb its sediment, and thus make it more healthful.

The only member of the R&B group ZZ Top that did not have a beard, was named Frank, and yep, you guessed it...Frank Beard.

All tours of the White House are free. Public self-guided public tours permit visitors to move from room to room at their own pace; once inside the White House, most tours take about 15 to 20 minutes. Visitors usually walk along the ground-floor corridor and look through the doors of the Vermeil room and Library, walk upstairs to the State floor, and through the East, Green, Blue, Red, and State Dining rooms and exit from the north portico lobby. A U.S. Secret Service Tour Officer is stationed in each room to answer questions.

## OCTOBER 2012 CONTEST WINNER!

**Congratulations to Gabriela Duffy of Douglassville, Pa.**

**Gabriela was the winner of a Family 4-Pack of tubing passes to Blue Mountain Ski Area.**

QUESTION: I'm a blade, yet strange, but true my fate is often to be cut by you cruelly mowed because I grew. ANSWER: Grass

## Bring your business up to *SPEED*... EXPERIENCE A SONIC BOOM WITH OUR DOCSIS BROADBAND PACKAGES FOR BUSINESS!

### ARE YOU FAMILIAR WITH DOCSIS 3.0?

DOCSIS (Data Over Cable Services Interface Specification) refers to an international telecommunications standard that allows cable television operators to add higher speeds and additional options to their existing fiber-coaxial infrastructure.

So what does this mean to you? Well, if you would like speeds that are multiple times faster than your existing cable modem, and your day to day business transactions are increasing, DOCSIS 3.0 is a smart choice.

**To find out more about the speeds that are available to your business (up to 50 Mbps in select areas), please contact us for availability in your area. Call us at 1.800.281.3564 or visit our website at [www.penteledata.net/sonic](http://www.penteledata.net/sonic).**

## Full Service Communications Providers

THE PENTELEDATA PARTNERSHIP BEGAN IN 1994 WITH THE PURPOSE OF PROVIDING AFFORDABLE INTERNET ACCESS AND WITH THE VISION OF PROVIDING BROADBAND HIGH-SPEED INTERNET, AND STRATEGICALLY PLANNED ACCORDINGLY. THAT PARTNERSHIP CONTINUES TODAY, AND INCLUDES SERVICE ELECTRIC CABLE TV AND COMMUNICATIONS, SERVICE ELECTRIC CABLEVISION, SERVICE ELECTRIC BROADBAND CABLE, IRONTON TELEPHONE AND BLUE RIDGE COMMUNICATIONS.

Whether it's buying something in the souvenir shop at a Lehigh Valley IronPigs game or watching the football game on your local cable TV channel, PenTeleData and our partners keep entertainment in our area at its very best. Each partner is now a full service communications provider with services that include Digital Video Recorder, Video on Demand, Digital Cable, High Definition TV, Digital Telephone, security systems, Residential Cable Modem with High-Speed Broadband Internet and Local Origination Channels, featuring news, weather and sports.

**BLUE RIDGE COMMUNICATIONS**  
CABLE | INTERNET | PHONE

**Service Electric**  
broadband cable

**Ironton Telephone**

**SERVICE ELECTRIC**  
CABLEVISION

**Palmerton TELEPHONE**  
Keeping you connected

**SERVICE ELECTRIC**  
CABLEVISION

**PenTeleData**