



# SpectraCorp Excels at Customer Service while Providing Rural Healthcare Program Subsidies at Highest Level

## Challenge

Jackson-Madison County General Hospital is the flagship of West Tennessee Healthcare System and is the only tertiary care hospital between Memphis and Nashville. Jackson-Madison is licensed for 654 beds and has more than 5,400 employees and more than 200 physicians. Jackson-Madison provides quality healthcare services to approximately 400,000 people residing within a 17-county area of rural west Tennessee.

The federal government recognizes that maintaining revenue in rural medical facilities is often more difficult compared to urban facilities. The Rural Healthcare Program (RHCP) is one of several government programs organized to aid with the financial burdens by providing funding to eligible healthcare providers. Jackson-Madison was eligible for the RHCP subsidy through their 43 rural locations that are part of the West Tennessee Healthcare system.

The application process was time consuming and tedious, and Jackson-Madison lacked the staff, time and expertise. They had tried working with another company to complete the paperwork but were dissatisfied with the level of customer service.

That's where SpectraCorp jumped into action.

## Solution

SpectraCorp approached the healthcare facility to offer assistance with filing the correct paperwork to receive RHCP funding for telecommunications. Jackson-Madison opted to engage in a partnership with SpectraCorp and switched services to take advantage of SpectraCorp's experience.



## Results

SpectraCorp worked as an advocate for Jackson-Madison ensuring they received subsidies at the highest level. Their direct benefits translated to lower bill expenses resulting in a lower operating budget. The subsidies allowed more money to be allocated to patient care by hiring new staff and purchasing equipment.

SpectraCorp and the services it provided were invaluable to Jackson-Madison. With SpectraCorp's help, Jackson-Madison received substantial savings from the RHCP after the first year of working together. For the past three years, they have taken advantage of the funds available through the RHCP. SpectraCorp now handles the RHCP throughout the entire West Tennessee Healthcare system.

*“SpectraCorp treats us like we are a special customer, even though we are one of many,” said Kathy Mealer, manager of information systems, Jackson-Madison County General Hospital.*

*“They are very well-versed in all their offerings. When you work with SpectraCorp, you're not just buying their services – they want your business running as efficiently and accurately as possible.”*