**Challenge**

Based in Searcy, Arkansas, Unity Health is the leading healthcare provider for an eight-county area serving more than 112,000 patients annually. Comprised of three hospital campuses, Unity Health’s operation system was large, diverse and required extensive attention to detail to keep expenses to a minimum while maintaining their focus on quality of health and the well-being of patients for the communities it served.

The acquisition of a fourth hospital prompted Unity Health to explore using a telecommunication expense management team that would help them optimize their infrastructure to meet the needs of a growing hospital organization, while ensuring they achieved their highest savings potential.

**Solution**

Unity Health reached out to SpectraCorp for assistance as they had worked together on a variety of telecom related projects since 2007. SpectraCorp accepted the challenge and began to analyze their telecom network mapping, existing telecom carrier invoices and supporting contracts to see where they could improve the infrastructure while cutting costs.

SpectraCorp found several valuable opportunities in the following areas:

- **Long Distance Services**: SpectraCorp found 84 percent in savings by reducing rates from as high as $1 per minute along with years of unauthorized fraudulent cramming fees by unregulated telemarketing companies.

- **Recurring Monthly Fees**: SpectraCorp found 40 percent in savings due to recurring monthly fees for disconnected facilities.

- **Rural Healthcare Funding**: SpectraCorp obtained rural healthcare subsidy funding through the Universal Service Administrative Corporation (USAC) which offers, on average, 65 percent reimbursement off the cost of eligible telecom, data services and telecom equipment for rural healthcare providers.
Results

Working with SpectraCorp, Unity Health was able to obtain higher speed connectivity due to reduced expenditures and reimbursement programs, offer telemedicine programs, image sharing and quick access to electronic medical records (EMR.) This ultimately benefited patients by allowing Unity Health to provide valuable services directly to their growing rural communities.

“With our growth, the opportunity to take advantage of these programs also grew,” said Philip Miller, assistant vice president and CIO, Unity Health.

“Already working with SpectraCorp made it easy to choose them as our partner for this program as well. Not only does our partnership with SpectraCorp bring value to the bottom line, it also brings value directly to our patients. By reducing costs, we were able to remain one of the cost leaders in our healthcare region.”