

Optical Retailer Focuses on Superior Service

Secure, all-in-one Cisco storage solution lets Pearle Vision Charlotte streamline operations and safeguard sensitive client records.

EXECUTIVE SUMMARY

PEARLE VISION CHARLOTTE

- Industry: Retail
- Location: Charlotte, NC
- Number of Employees: 9 employees

CHALLENGE

- Paper-based records system slowed business operations and exposed confidential client data to risk

RESULTS

- Cisco storage solution improves patient care, improves efficiency and revenue, and provides network and physical security for peace of mind

SOLUTION

- End-to-end Cisco solution brings together all of Pearle Vision's records, voice, data, surveillance, and wireless communications in a single network that is reliable and easy to manage

Challenge

A leading optical retailer, Pearle Vision of Charlotte, North Carolina, offers hundreds of products, including the latest designer frames, advanced prescription lens technology, contact lenses, and popular sunglass brands. The nine employees at the branch work closely with a team of physicians in adjacent offices, and are dedicated to delivering superior service to clients.

At the heart of Pearle Vision Charlotte's business is an extensive file system packed with inventory details, medical records, and customer information. However, the company's aging, paper-based system was awkward and inefficient, which slowed down everyday operations and hampered service for clients.

"We interact with insurance companies a great deal, and with our previous system, we had to personally call an insurance company to process a customer claim," says Adam Batts, manager of Pearle Vision Charlotte. "This took up a lot of time, and was a big issue for us, especially if we were stuck on the phone with an insurer while people were in our office for service."

Using the phone to transmit customers' personal information also created privacy issues for Pearle Vision, because the company had to comply with healthcare security regulations.

"Our Cisco storage solution lets us pull up a customer file in seconds. We no longer have to dig through thick paper files to find a medical image or locate details on lens materials. Now I can use my laptop or PC to easily access that information instantaneously. It saves time for us, and presents a much more professional image to our clients, which is very important to me."

– Adam Batts, Manager, Pearle Vision Charlotte

"We are regulated by the Health Insurance Portability and Accountability Act (HIPAA), the healthcare records privacy act," says Batts. "Whenever we are storing or transferring patient information, we have to be able to prove that it is very secure. Transmitting client information over the phone created privacy risks."

Pearle Vision needed a storage solution that would enable the company to safely manage thousands of patient files, inventory records, and other sensitive business information onsite. The solution would have to be simple, easy to use, and highly secure, to conform with state and federal privacy requirements.

Results

Pearle Vision purchased a network solution featuring the Cisco® Small Business NSS 3000 Series Network Storage System. Designed specifically for small organizations, the Cisco solution makes it easy for Pearle to securely store, manage, and transmit all of its business and client records, including detailed medical images. The result has been improved care for clients and faster, more customer-friendly business operations.

“Our physicians depend on the system to store scans from our Optimap retinal imaging system, which are very important, especially for patients who are diabetic,” says Batts. “Now we can use our network to securely transmit those images to surgery clinics, something that was not possible before. Our Cisco solution has dramatically changed how we function in terms of patient flow and interaction with insurance companies and medical facilities, and has made processes much easier for us.”

With more efficient business operations, Pearle Vision employees are free to focus on helping clients, which has had an immediate impact on the company’s bottom line.

“In the past, if a client came in to purchase lens materials, we might need to spend up to 30 minutes on the phone with an insurer,” says Batts. “Now I can see three people in 30 minutes, instead of just one. And that creates a significant increase in revenue for us.”

Migrating from a cumbersome manual filing system to network-based storage also helps Pearle Vision save time when employees are interacting with customers.

“Our Cisco storage solution lets us pull up a customer file in seconds,” says Batts. “We no longer have to dig through thick paper files to find a medical image or locate details on lens materials. Now I can use my laptop or PC to easily access that information instantaneously. It saves time for us, and presents a much more professional image to our clients, which is very important to me.”

Pearle Vision also depends on the Cisco NSS solution to store video footage from the company’s networked IP surveillance cameras, for additional security and peace of mind. Batts can log in to his Cisco network to monitor the dispensary even when he is outside the office, or review stored video feeds to help prevent shoplifting.

“In the past, we had some issues with people who would come in, grab a product off our shelves, and run,” says Batts. “Since we have installed this system, I have had none of that. It has been a great deterrent to theft. I also like the fact that I can look in on our office and see what’s going on, even if I’m not there.”

Solution

The Cisco Small Business NSS 3000 Series Network Storage System delivers everything Pearle Vision needs to securely manage and maintain all of its business data. Batts chose the Cisco solution because it offered a unique combination of automatic backup features, solid security and encryption, and high availability, in a single, easy-to-use system.

“One of the things that most attracted me to the Cisco solution was that it was an all-in-one system that would do everything that I needed it to do,” says Batts.

The Cisco Small Business NSS 3000 Series Network Storage System lets Pearle Vision store and share its files from one centralized location. The business relies on the added Continuous Data Protection (CDP) feature, which automatically backs up every version of every file saved by the company's employees and physicians. Moving to a paperless records system makes it much easier for the retailer to comply with healthcare security regulations, while keeping costs under control.

"With our Cisco solution, I don't have to pull out a patient file," says Batts. "I can pull up the information on my laptop or desktop. Before we found this solution, I had a real fear that we might have to spend thousands of dollars to secure our office, and I was relieved that we did not have to do that."

Because all data is encrypted, the solution also gives Batts peace of mind in knowing that confidential patient records remain safe, even if theft occurs.

The new storage solution is just one part of a complete, end-to-end Cisco network that Pearle Vision installed to handle all phone, data, video surveillance, and wireless communication at its offices. By bringing all of its communications together in a complete solution from one vendor, Batts saves money and time managing and maintaining the network.

"If I have an issue, it's certainly better for me to have just one vendor that I'm dealing with, rather than three or four," he says.

The new solution has provided consistent, trouble-free operation since Pearle Vision installed it, and promises smooth operation for years to come.

"There is no comparison to our previous paper-based records system," says Batts. "I haven't had any issues with our Cisco solution, and I really don't have to think about it, which is a good feeling."

For More Information

To learn more about the Cisco solution, visit <http://www.cisco.com> or contact your authorized Cisco salesperson.



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