

# A PERFECT FIT

**A new round of TriVista studies helps customers to decide if ISDN is right for them.**

BY HOLLY BIGELOW MARTIN

*A nurse in a growing hospital. A production manager with a high-tech product line. Both could one day benefit from ISDN technology is what a recent group of TriVista studies found.*

*These studies join three partners—network service providers, key end users, and AT&T—to work out communications scenarios of the future. Who will benefit most from ISDN? What new services do customers want? Here are just some of the possibilities.*

## **Nurse's Aide**

Ron Bagley is head nurse of cardiology at the Sunnyville Memorial Medical Center\*, a privately-owned hospital. Located in a popular Sun Belt retirement community, Sunnyville must compete with the public hospital in the face of rising medical costs and fixed income for retirees.

Ron is aware that hospital management recently chose a new digital Centrex system from the phone company to help reduce communications costs. But he's most pleased that the new ISDN-based system has cut the time he needs for administrative duties by about half.

Sitting at a new terminal in the nurse's station, Ron now has instant access to patient information—length of stay, room number, special diet, etc.—before the patient arrives. A new computerized ISDN order entry system, accessed through the same terminal, virtually replaces handwritten (and hard-to-decipher) prescriptions, orders, progress notes, and patient histories. Ron can also use this terminal, or others throughout the hospital, to make appointments for patient X-rays and arrange to have the results sent to the doctor's office electronically. And he can enter patient

billing information at the same terminal: The fee for each service is calculated automatically and added to the patient's bill, giving a current total.

Before ISDN, Ron recalls that information from his stand-alone PC had to be converted to disk or rekeyed into the financial accounting system every month—an ordeal he dreaded. He doesn't care that the ISDN-based system routes data transmissions through the public switched network, eliminating the need for separate dedicated private lines. He just cares that it works.

## **High-Tech Help**

Joan Gaston has just been promoted to manager of a new engineering design group at the High-Tech Manufacturing company (HTM). Due to a general downturn in the economy, and a slowdown in high-tech sales, the company president has defined three main goals for the year: Maintain HTM's reputation for state-of-the-art technology; increase employee productivity; reduce expenses.

Gaston's department head has asked her to reduce overhead costs equivalent to one engineer's salary while increasing the group's output by the equivalent of two additional employees. One thing already working in Gaston's favor: The phone company has just installed a new communications system for HTM at the main plant in Hubville, as well as at the Fox Point and Crayton Heights satellites. And it uses ISDN technology.

With new ISDN terminal equipment and digital Centrex services, the once-separate communications networks of production scheduling, engineering support, facilities, materials, quality control, and information systems have been combined into a single, integrated network. And it's making Gaston's life easier right now.

Her engineers have fingertip access to central files. No more waiting for hours, or even days for vital project information. Drawings are called up on the terminal; engineers adjust the specs (making the quality control people happy); draw-

ings are "shipped" right away to production scheduling.

At the same time, Gaston has cut travel time by "attending" conferences electronically. Now she conducts two- and three-way video conferences with engineers to work out product and design changes. Using an OVERVIEW® Scanner (which transmits Gaston's schematics to the other HTM locations), drawings are discussed, changes made, then instantaneously—and simultaneously—transferred to HTM's manufacturing, engineering, and headquarters locations.

Back in her office, Gaston verifies the drawings with Thompson, the materials manager at Fox Point. His PC screen is filled with the same blueprints as Gaston's. After briefly discussing the latest round of changes and adjusting the drawing on her CAD terminal, Gaston posts a multiple message to all concerned departments saying the design is now closed to further changes. Logging off, she sits back in her chair, and smiles. So much for productivity.

*These are just two of over 20 ISDN applications brought out in the TriVista studies, but they show the wide variety of companies, employees, and customers able to profitably fit ISDN into their lives soon. •*

\*All names of institutions participating in TriVista Studies have been changed to preserve anonymity.

