



CINCINNATI CHILDREN'S HOSPITAL IMPROVES IT SUPPORT WITH IET ITSM

A Tailored IT Service Management Solution Enhances Quality of Patient Care

The Situation

By January 2004, clinical applications at Cincinnati Children's were numerous, robust and mission-critical, increasing the need and demand for a 24/7 support system. The addition of new clinical applications and systems solidified the need to streamline medical and computing equipment and systems assistance and support. As an evolving world-class center of excellence, the Institution decided to restructure its IS support model in order to create a Single Point of Contact (SPOC) call for help.

Previously the support rested with separate departments and had limited hours of operation. Cincinnati Children's disparate processes lacked the mission-critical support, as well as the efficiency and agility inherent to restructuring the IS support model. The new support model required significant business process reworking and an IT Service Management (ITSM) solution robust enough to easily align with the new processes. This enhanced support model for clinical applications had several goals:

1. Provide a single point of contact for both medical and computing system/equipment needs and assistance.
2. Implement 24/7 support.
3. Increase staff size, breadth and depth.
4. Create and enhance the right processes and procedures to effectively and efficiently address incidents the first time.

The Solution

Cincinnati Children's was using a dated version of iET HelpDesk and needed greater breadth to better fit the new business requirements. So Karen L. Maas, Director of IS Customer Services, explored options with her relationship manager. As a long-term customer, Maas was confident in iET Solutions' expertise and award-winning track record as a leading technology provider. This led her to consider iET Solutions as the vendor of choice to explore an upgrade allowing Cincinnati Children's to preserve their investment in the existing software. "We reworked our business processes to enhance our IS support model and found it reassuring that the technology solution, iET ITSM, was customizable to map to our new processes. It's encouraging to know that the technology and expertise will continue to grow with us as our business and support needs continue to grow and evolve," Maas said.

iET ITSM provides a comprehensive suite of Service Management tools that transform a traditional Help Desk into a service-driven organization closely aligned with corporate goals.

About the Customer

Cincinnati Children's Hospital Medical Center is a 423-bed institution devoted to bringing the world the joy of healthier kids. Cincinnati Children's is dedicated to transforming the way health care is delivered by providing care that is timely, efficient, effective, family-centered, equitable and safe. It ranks third nationally among all pediatric centers in research grants from the National Institutes of Health. The Cincinnati Children's vision is to be the leader in improving child health.

iET Solutions assured Maas that iET ITSM technology would provide Cincinnati Children's the following:

- Service Desk
- Change Management
- Problem Management
- Service-Level Management
- Configuration Management
- Incident Management

iET ITSM and Cincinnati Children's customized, integrated workflow tool assisted Cincinnati Children's in providing better, more effective and productive service. Analysts now have an instrument at their fingertips guiding them through the appropriate questions to ask, giving accurate information quickly, providing the potential to resolve more issues on the first call and routing incidents properly to the correct second or third level support group.

iET ITSM provides Cincinnati Children's with customized triggers to alert analysts that service levels are being impacted – before, during and on-going until the incident is resolved. Integrated, customizable paging capabilities enable faster dispatching of level two and three support groups. This provides a vital safety net to ensure that the appropriate support personnel are responding to their users and that crucial medical and computing systems and devices run smoothly. For example, a doctor calling the SPOC service desk needs service for a kidney dialysis machine, providing essential care to a 2 year old. The service desk dispatches immediately through the notification and paging.

The Result

As a pioneer and early adopter of ITSM within the health care segment, Marianne F. James, VP of Information Services and Chief Information Services Officer, was influential in restructuring the service group. James stated, "With the adoption of a customer-focused, process-oriented and cost-effective approach to ITSM, Cincinnati Children's expects to minimize business disruptions, optimize IS' value to the Institution and accelerate the organization's strategy."

The Cincinnati Children's IS Department was charged with developing a centralized SPOC Service Desk to replace the current Help Desk operation. The objective of this new solution was to unify all support efforts regardless of the technical entity. The creation and integration of support knowledge, processes and tools allows Cincinnati Children's to present a seamless, service-based, customer-driven operation whose products and services are aligned with the needs of the business.

Managing a complex, dynamic IS environment in the face of constantly changing business needs requires an inclusive approach. Based on globally recognized best practices defined by the IT Infrastructure Library (ITIL), iET ITSM helps technology organizations tackle complex projects in a cost-effective and disciplined way. To meet Cincinnati Children's specific needs, extensive tailoring of iET ITSM was completed by using the Developer's Studio Toolkit while still allowing future product upgrades and enhancements.

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Karen L. Maas
Director of IS Customer Services

iET ITSM product highlights include the following:

- Rapid deployment and scalability
- Easily adapts to specific user needs
- Swift implementation of complex business processes
- Works seamlessly with other iET Solutions' modules
- Platform independent: Choose SQL Server or Oracle on Windows or UNIX
- Simultaneous deployment of applications to Web and Windows clients
- Low total cost of ownership
- Streamline IT service provision, based on ITIL standards, by constantly reacting to the implications of service processes

Tony L. Johnston, Assistant Vice President of Information Systems, explains, “To be a world-class industry leader, you have to stay innovative. iET ITSM was the right solution to help us achieve our vision of an efficient, cost-effective IS service organization that’s in keeping with Cincinnati Children’s standard of excellence.” Cincinnati Children’s tighter and more demanding processes are built around putting its customers first and advocating for them. Additionally, they have increased performance in areas of service and efficiency. Cincinnati Children’s time to resolution has decreased by 65%.

The ITSM implementation focused on the Service Desk function, Service Level Management, and Incident Management for the Cincinnati Children’s Service Desk. This included contact data migration, moving to a 24/7 environment, Lightweight Directory Access Protocol (LDAP) integration and Clinical Engineering Integration. iET Solutions also provided screen modifications and workflow modification.

By creating a centralized support model, Cincinnati Children’s has increased its ability to provide superior customer service. It was critical to increase the Service Desk hours to 24/7 in order to diagnose and address all technical issues. Because of people, processes and tools, Cincinnati Children’s abandonment rate has dropped dramatically from 11.32% to 4.97%.

Additionally, the Service Desk component of iET ITSM allows staff to increase their timeliness by being both more efficient and proactive. Users no longer have to wade through an Automatic Call Distributor (ACD) tree before reaching a live individual, saving them valuable time.

Cincinnati Children’s multiple Service Levels, notifications and escalations ensure negotiated responses. With the help of iET ITSM, Cincinnati Children’s will be able to measure its Service Level Agreements (SLAs). Through management of SLAs, proactive support rather than reactive support can be provided.

About iET Solutions

iET Solutions develops, markets and supports award-winning software applications for the IT and customer service management (help desk) markets. Our ITSM suite is built around ITIL standards and has been verified by Pink Elephant, a world leader in ITSM education, to be compatible with core ITIL best practices. The iET Enterprise platform consists of a highly integrated, adaptable and scalable set of applications for Customer Service, Helpdesk and Sales Automation. Our strong technology delivers a unique combination of flexible product configuration and rapid deployment to Global 2000 companies worldwide.

Headquartered in Framingham, Mass., iET Solutions maintains offices in Germany, Great Britain and North America. Distributors and technology partners serve all other countries.

Want to learn more about ITIL and how to ensure your IT organization can get up to speed – quickly – with the growing movement toward ITIL based ITSM? Contact iET Solutions today at 1-866-iet-1850 ext. 2 or visit www.iet-solutions.com to discover the benefits of ITSM.

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Locations

Corporate Headquarters
iET Solutions, LLC
959 Concord Street
Framingham, MA 01701, USA
Telephone: 508-416-9010
Fax: 508-416-9008
sales@ietsol.com
www.iet-solutions.com

European Headquarters
iET Solutions GmbH
Boschetsrieder Straße 67
81379 Muenchen, Germany
Telephone: + 49 89 74 85 89 0
Fax: +49 89 74 85 89 20
info@iet-solutions.de