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CSE Program Unique, Added Value to Banyan Customers

Omaha, NE (November, 2010) Banyan Medical Systems (BMS) is introducing a new approach to customer service by implementing a new program called the Customer Satisfaction Enhancement program.

Banyan offers standard vendor services such as training and having a Field Service Engineer located in each customer territory. But with a strong commitment to service, and the goal of making each customer a referenceable customer, BMS executives recognized the standard may not, and should not, be enough for customers.

The first step for BMS in going above and beyond the typical support was implementing a network operation center at the corporate headquarters in Omaha. From the network operation center, customer sites can proactively be monitored and provide remote fixes for any potential issues before the customer even discovered the issue.

Next, BMS began a Customer Satisfaction Enhancement (CSE) program. The goal of the program is twofold - to be proactive by working with staff at customers sites to identify, confront, and resolve any issues before they escalate and secondly, to assist customers in utilizing the software they have purchased from Banyan to its fullest extent to ensure they are receiving the maximum value from their investment.

“In my previous experiences, most large vendor companies seem to lack a personal attention to clients’ needs after the sale. Our Customer Satisfaction Enhancement professionals’ job is to be a continuing liaison between our customers and the rest of the professionals at Banyan,” says Jeff Broz, Vice President of Operations. “These individuals have been clinicians and have a great understanding of how work flows in each of our customer’s surgical areas and therefore, can problem solve with customers’ staff on how the Banyan software can make their daily jobs more efficient.”

In a few short months since the CSE program’s inception, Banyan has already begun to transform the methods in which clinical personnel perform their day to day duties. An example of this, is efforts from Banyan that have begun on revolutionizing the scheduling (control, white, grease, etc.) boards currently used to coordinate the day’s procedure schedule in surgical departments. In the past,

this was done by physically writing the day's procedure schedule on a board that is displayed in a prominent place so all necessary personnel are able to view it in a central location. With the advent of HIPAA and identity theft, this information has become very heavily guarded.

"With our technology's ability to easily integrate information technology (IT) programs, we are now able to distribute information much more quickly and securely to those individuals that need it to perform their duties. Thus, the whiteboard will evolve into a dynamically controlled asset that will still reside in a prominent place, but the necessity to be there to rearrange aspects will be able to happen anywhere. By integrating our software solution package, users will be able to modify aspects such as; case load, case order, personnel assignments, room assignments, etc. in real time that were previously difficult to control or timely to change manually," says Broz.

"There is a great need in all of healthcare to communicate information quickly and efficiently to all necessary personnel, which from personal experience, I know isn't always being done, says Chad Gondringer, CSE Liaison at BMS. "So being able to work with staff and help them solve problems and make their days run more smoothly, provides satisfaction to the team at Banyan as well."

Through the inherent ability of Banyan's software, ControlOR™, discovered through the CSE program, Banyan is also implementing methods of communication that will greatly aid the daily workflow of an entire department. As an example, one client site will be utilizing ControlOR to allow for bidirectional communication between interventional radiology suites, the physician office, and transport. By simply installing network cameras, a command center and ControlOR with the proper credentialing, the staff will have increased ability to communicate each way and the ability to better organize and control their workload more effectively.

"Banyan is going to forge new paths into customer service and satisfaction," says Gondringer. "That's what I have been hired to do." An extremely important facet of Banyan Medical Systems' entrepreneurial, forward thinking and pioneering spirit.

About

Banyan Medical Systems, Inc. is a leading-edge medical software development and integration company dedicated to creating solutions that transform healthcare professionals' ability to access and interact with patient information. Banyan's products are designed to leverage current technology investments and improve efficiencies through a scalable and flexible, dashboard-like solutions that provide physicians and other medical professionals' ubiquitous access to pertinent medical applications needed for a comprehensive patient view.

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