

Keeping Patients and Families Connected

TIME WARNER CABLE BUSINESS CLASS DELIVERS INTELLIGENT CONNECTIONS TO CINCINNATI CHILDREN'S HOSPITAL

Tina Carkido, an Ohio high school senior, has cystic fibrosis. She spends an average of 50 days per school year in the hospital and until recently had the added stress of having to catch up on school work when she returned.

That is until Cincinnati Children's Hospital teamed with Time Warner Cable Business Class to bring broadband Internet connections to all of the 480 patient rooms as well as the common areas like lobbies and the cafeteria. Now Tina stays involved with her teachers, her classmates and her assignments on a regular basis.

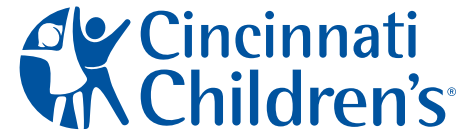
BACKGROUND

Cincinnati Children's Hospital Medical Center in Cincinnati, Ohio is renowned for its progressive and effective healthcare treatment of infants, children and adolescents. It is the only pediatric organization in the United States to receive the prestigious Pursuing Perfection grant from the Robert Wood Johnson Foundation. And, according to James A. Anderson, president and CEO at Cincinnati Children's, "Pursuing perfection to us is also about making our patients and their families' lives as comfortable and 'normal' as possible during their stay with us."

THE SOLUTION

One way they've accomplished this is by wiring the hospital and Family Resource Center with broadband connections that enable patients like Tina and her family to stay in touch with their lives outside the hospital. Patients with extended stays can stay current with their school work, chat with their friends and for today's teens – surf the Internet. Parents can keep up with work and ensure that family and friends receive timely updates on the patient's progress. All they need is their laptop. The common areas are WiFi capable, dismissing the need for even a cable hook-up.

"With our old dial-up connections, people would just get frustrated and give up," says Anderson. "We chose to go with the fastest, most reliable service we could find so that our patients and their families would have the highest level of services and amenities."



TIME WARNER CABLE BUSINESS CLASS DESIGNED A SOLUTION THAT PROVIDED HIGH-SPEED INTERNET TO ALL 480 PATIENT ROOMS AS WELL AS COMMON AREAS LIKE LOBBIES AND CAFETERIA.

About Time Warner Cable Business Class

Time Warner Cable Business Class, a service of Time Warner Cable, is available in 27 states which include some of the most technologically advanced, best-clustered cable systems in the country with more than seventy five percent of the Company's customers in systems of 300,000 subscribers or more. The company offers data, video and security solutions to provide a full complement of business communications tools. Having an established national presence, along with dedicated local teams, the company provides award winning customer service. Supporting enterprise, government and small to medium-sized businesses with a consultative approach, Time Warner Cable Business Class is focused exclusively on individual business needs.

RESULTS

Time Warner Cable Business Class designed a solution, based on the Hospitality Solution, for Cincinnati Children's that involved creativity and innovation. They installed a custom package that enabled connections to the Internet of speeds up to 1.5Mbps both downstream and upstream. The process of getting online is effortless. The equipment used senses how the user's computer was last connected to the Internet and will automatically configure itself to match the computer's network settings – users don't have to change a thing. It's very convenient for them. In the likely event a user encounters an issue, 24/7 Time Warner Cable Business Class phone support is available.

"We are proud of the work we've done, utilizing Time Warner Cable Business Class solutions with the Hospital," says Rick Human, vice president of Time Warner Cable Business Services - Cincinnati. "We work with over 4,000 businesses to help them speed up communications and enhance their bottom line results, but this job was special to us because it's giving these young patients a way to stay connected."

FOR MORE INFORMATION ABOUT TIME WARNER CABLE BUSINESS CLASS PRODUCTS AND SOLUTIONS, VISIT WWW.TWCBC.COM OR CALL 1-866-TWC-4BIZ.