



AT&T Business Fiber revitalizes medical spa

- **Business needs** - Strong, reliable internet service to support growing wellness practice
- **Networking solution** - AT&T Business Fiber supplies high-speed bandwidth to increase staff's efficiency and productivity.
- **Business value** - Speed, security, and reliability
- **Industry focus** - Medical spa
- **Size** - Hundreds of monthly patients

About Herzog Vitality Center

Herzog Vitality Center in Plano, Texas works to improve the quality of its patients' lives. It provides a range of medical services designed to enhance patients' well-being, including hormone therapy, vitality shots, thyroid therapy, cutting edge supplements, and peptide treatments.

The situation

The center's Wi-Fi® was inadequate to support the needs of its medical staff, let alone the growing number of patients. Herzog Vitality Center needed strong, dependable internet service to enable its staff to complete important work and welcome patients.

Solution

AT&T Business Fiber delivered the fast, dependable connectivity Herzog Vitality Center staff and patients required. The service enables all the clinic's business functions and supports growth by facilitating telemedicine appointments, digital record-keeping, and other staples of state-of-the-art medical clinics.



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Jonathan Herzog
President and General Manager, Herzog Vitality Center

Herzog Vitality Center (HVC) offers special treatments to help clients revitalize their lives. Its medical staff uses a tailored approach to understand each patient's needs. Every staff member is committed to providing patients with compassionate, knowledgeable, and professional care.

Jonathan Herzog is the center's president and general manager. “Our clinic really specializes in hormone optimization, a balancing process specifically geared towards women,” he said. His father, Dr. Briant G. Herzog, was a prominent Dallas OB-GYN who was deeply devoted to his patients and their well-being. He founded the clinic to help his patients who were experiencing the negative effects of menopause.

Dr. Herzog developed a series of services to help his patients, including bio-identical hormone replacement therapy. “It produced so many wonderful health effects, and that really became the majority of his practice for the last 5 to 10 years of his life,” Herzog said.

Aging gracefully

After his father's death, Jonathan Herzog and his brother Matt Herzog, an attorney, decided to continue their father's work. “We were able to find a way to keep the hormone balancing center going,” Jonathan said. “I took over the business operations and renamed it ‘Herzog Vitality Center’ to honor our father's name, and because in essence, vitality is really what we give patients.”

The clinic staff includes a medical doctor, nurse practitioners and nurses, medical assistants, and administrative staff. In addition to offering several kinds of hormone replacement therapy, the clinic provides peptide treatments, high-end supplements, and vitality injections designed to enhance energy and metabolism.

“What we do here is help people age gracefully. We essentially help them sustain a lot of happiness and vitality,” Herzog said. “It's rewarding and fulfilling, because we help people feel better.”

The need for speed

While Herzog's vitality treatments were cutting edge, some of its office technology was less advanced. Connectivity was especially problematic. "The internet was extremely slow. It would take us a lot of time to do anything from looking up a patient to inputting chart notes to getting online. Just getting the network printer to work would take forever," Herzog said.

Insufficient bandwidth decreased the efficiency of the center's staff. "The sluggish bandwidth proved to be a detriment when it came to getting information quickly," he said. This created bottlenecks that inconvenienced staff and patients. "It really slowed us down to the point that it was extremely frustrating."

The difficulties interfered with the outstanding patient care that was an HVC hallmark. "In most doctors' offices, it's hard for patients to get in contact with the medical staff and have them get back to you," he said. "We're very proud of our availability to respond to patients really quickly." To facilitate the responsiveness of its medical staff, the center needed fast, reliable internet service.

Skyrocketed speed

Herzog contacted a friend from graduate school who worked at AT&T. "And the friend from AT&T said, 'I've got you covered.' He went over the cost, and it seemed extremely reasonable. And I knew that with our connection to him, customer service would be great, and we'd be able to get this done quickly, which was the case," Herzog said. "We have had great customer service, and he's gone above and beyond to make sure that we're happy."



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His friend recommended AT&T Business Fiber to supply the connectivity and speed that HVC needs to support its expanding practice. The technology uses light waves instead of electrical signals to transmit data, so it can send higher volumes of information over longer distances.

AT&T Business Fiber gives the center connectivity and speed that can scale to support growing amounts of data traffic. AT&T also recommended additional routers to increase connectivity speed and support larger numbers of wireless devices.

“AT&T took care of everything, and since then our Wi-Fi has skyrocketed in speed,” Herzog said. The improvements have also added much-needed capacity. “We’ve done it in a way where our guests can have access to Wi-Fi and our files are protected, which is obviously important to comply with HIPAA regulations. It’s just really made everything go a lot smoother,” he said.

“Since adding AT&T Business Fiber, we’ve been able to add more patients and really be a lot more efficient in what we do.”

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Optimal operations

Thanks to AT&T Business Fiber, the clinic’s physician, nurses, medical assistants, and administrative staff find it easier to work. “They’ve definitely noticed that the Wi-Fi is super-fast now, and they were all ecstatic. It makes everything easier,” Herzog said. “We all want to focus on our patients; we shouldn’t have to think about the internet and Wi-Fi. And that was an issue before. But now our stress levels have decreased. Thanks to AT&T, we can just do what we need to do without the worry of whether the technology is functioning as it should.”

Because its network can now support more users, it’s easier to let patients use the center’s Wi-Fi. The old network was too slow to support even its staff, let alone visitors. “Patients would ask to get on the Wi-Fi,

but the password was just so complicated,” he said. “AT&T made it very seamless and easy to provide that, and now we can operate optimally without having to worry about speed or lag.”

“Now we are able to do what we do at a faster pace, without any worry that we’re going to be stuck looking at a loading screen,” he said. “And I’m trying to convey that in a more powerful way, because it was so slow that it really affected us. It was really a pain. AT&T has given us a lot of sighs of relief that we can do whatever we need to do without worry.”

Body and mind

Moving forward, HVC will be able to support new processes. “Everything in medicine is going digital, from charting to keeping patient databases and filling out forms,” he said. “I definitely think that this solution will give us a huge advantage and be more convenient for patients to check in and fill out forms on their phones using our Wi-Fi.”

The improved network has already enabled the center to accept additional patients. “If you look at the speed that we had before and how we were operating, there was no way we could expand,” he said. “But since adding AT&T Business Fiber, we’ve been able to add more patients and really be a lot more efficient in what we do.”

Herzog believes the center’s network will support new initiatives, including the addition of a medical aesthetics program. “We’re going to have another nurse practitioner here specializing in injectables and lasers to help people age a little more gracefully and maybe give them a little bit more confidence.”

HVC also plans to add a mental health counselor. Patients who achieve physical results through the clinic's treatments may also benefit from talk therapy, he said. "Wellness and vitality encompass the body and mind."

Timely and effective care

Herzog believes AT&T will be able to facilitate telemedicine visits for patients who can't make it to the office. "During the pandemic, people got used to seeing their psychiatrist or therapist through a computer screen. And while we'd love to see people come into the office, we absolutely understand that that can't always be the case," he said.

"We're counting on AT&T to help us make sure that that connection is extremely clear and protected in all the ways that it needs to be for a therapist-client situation," Herzog said.

He also plans to consult with AT&T about a planned video library. "It would be nice to offer before and after videos and a patient portal. Obviously, that's where everything's headed, and we want to move in that direction. We'll obviously need to have safeguards in place and a high-speed, effective platform."

The Herzog Vitality Center's network upgrade solved its speed and capacity challenges and positioned the center to be able to add exciting new initiatives. Herzog is grateful for AT&T's assistance as HVC continues to help patients revitalize their lives.

"We were running extremely slow, and it was really hindering our ability to give the most timely, effective care to patients through the different digital outlets," he said. "And now that is no longer an issue, and we have AT&T to thank for that."

