



Case Study:
Hastings Professional Medical Equipment





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The Company: Hastings Professional Medical Equipment is a supplier of home medical supplies, including hospital beds, canes, orthopedic devices, oxygen concentrators, and more. Based in Cleveland, the company primarily supplies the Ohio market but also does business in neighboring states.

The Problem: The company had been using an analog phone system for many years and had begun to experience a number of issues with it, including performance and reliability problems. IT Director Christopher Villanueva was looking for a solution. "I dabbled a little bit with some IP solutions, but they didn't impress me. The reliability was not to a level that I found acceptable."

The Solution: Villanueva had a long-standing relationship with a local Star2Star dealer, who supplied Hastings Professional Medical Equipment with a number of IT products and services. During a conversation unrelated to phones, Christopher began describing the issues that the phone system had been experiencing. The Star2Star dealer suggested that Hastings Professional Medical Equipment make the switch to Star2Star. That suggestion was all Villanueva needed to hear. "It was pretty much a done deal right there. I trust them whole-heartedly with everything."

What sold Villanueva on Star2Star was the system's reliability compared to other IP solutions. "The biggest thing for me is that anything that happens to us here in the building, the calls are still getting handled. We don't have to worry about it." The potential for substantial cost savings was also a major selling point. "The price was definitely right."



Hastings Professional Medical Equipment Relies on Star2Star

Hastings has needed to replace their outdated phone system for years. Their IT Director was skeptical about reliability -- until he learned about Star2Star's best-in-class reliability.

The Results: Although the decision to switch to Star2Star was made quickly, Villanueva has been thrilled with the results. "The difference between (Star2Star's) system and what we had before is just night and day." Star2Star's plethora of features has simplified Christopher's life and improved business operations. "During the holidays, we used to be unable to adjust the announced office hours on messages. Now, we can change them in the morning so easily and then change them back the next day with no problems."

Star2Star's customer service has also been impressive. "We've only had a few little blips, and most were caused by us. Any tiny little thing that has happened has been fixed like lightning."

Going forward, Star2Star figures prominently into Hastings Professional Medical Equipment's future plans. "As we expand and grow we're definitely going to continue to use Star2Star and experiment with more of (Star2Star's) features and services. We're absolutely sold on Star2Star. Everything has gone better than expected, and (I) will recommend your company to everyone!"

Star2Star Communications, LLC

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