

# Keeping Care Uninterrupted: How River's Bend Found a True IT Partner



**Industry:** Healthcare  
**Services Used:** Managed IT Services  
VoIP Telephony  
Hardware (Laptops & Desktops)  
Network & Firewall Management

“The biggest benefit is that we can focus on what we do best, treating our patients, without worrying about IT. With our previous provider, we spent too much time dealing with issues we shouldn't have had to. Now, we can rely on Applied to handle it.”

**BRUCE GOLDBERG**  
President, River's Bend, PC

## Customer Challenge

River's Bend, a behavioral health practice with licensed professionals across multiple disciplines, relies on technology to deliver consistent, uninterrupted patient care. Without internal IT resources, they needed a partner who could support their full technology environment, while resolving issues quickly and minimizing disruptions to daily operations.

## Applied Solutions

Applied Innovation serves as a single-source technology partner, providing laptops, desktops, VoIP telephony, and managed network services.

Through a dedicated pod team, Applied delivers responsive, personalized support from experts who understand River's Bend's systems and staff, allowing for faster issue resolution. A user-friendly phone system also gives employees the flexibility to easily manage extensions and messaging, with expert support available when needed.

## The Benefits

One trusted partner supporting devices, network, and telephony

Fast, responsive support from a team that knows their environment

User-friendly phone system that simplifies updates and changes

Increased uptime with fewer disruptions to patient care

More time to focus on treating patients, not managing IT



At Applied Innovation, we have nearly four decades of technology expertise, 600+ team members, world-class brand partners, and a passion you'll rarely find in a business like ours. Plus, as an independent dealer, we have the autonomy to always do what's right for you. Whether your goal is adopting new technologies, making smarter use of the tools you already use, or maybe a mix of both, our people are always available. And always happy to help.



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