SPECTRUM
COMMUNICATIONS
YOUR TECHNOLOGY ADVOCATE

Tom Cordell
President
Spectrum Communications

# Spectrum Communications Provides Innovative Technology and Applications to the Healthcare Industry

***Leading Business Communications Provider Offers Solutions to Enhance*** *the Lives of America's Aging Population*

SANTA FE/ALBUQUERQUE, NM – September 18, 2007 - Spectrum Communications, a leader in business communications, announced today that the company is placing special emphasis on marketing its innovative technology and applications to the rapidly growing healthcare industry. Spectrum Communications has a number of valuable communications and data networking solutions that support the needs of various segments within healthcare. These solutions have the unique ability of enhancing the quality of life of America's aging population that organizations such as hospitals, nursing homes, retirement communities, medical facilities and clinics serve.

"The baby boomer generation represents approximately 16% of the adult U.S. population," said Tom Cordell, president of Spectrum Communications. "As America's population grows older the need for quality healthcare services greatly increases in importance. Organizations providing these services must utilize advanced technology that is common in other industries to meet the needs of retirees, residents and patients. Our solutions help our customers in the healthcare sector provide the highest levels of care with maximum cost savings and increased efficiency."

Technological solutions provided by Spectrum Communications offer a number of impressive benefits. Examples include one-point of contact for all communications within a building or medical facility (nurse call, surveillance, telephone system, wireless and local/long distance service), lower telecommunication costs and multiple office connectivity through VoIP, state-of-the-art emergency response system, and private wireless network integrated with all communication equipment including emergency response and telephone systems. Furthermore, healthcare organizations benefit significantly by using call accounting software to track all nurse calls and response times, call tracking for optimizing staff performances and accessibility of staff using wireless telephones. Additional benefits come from the powerful, emergency response, outbound, mass message delivery notification system. This technology ensures fast contact between residents and administration in nursing homes, assisted living/retirement facilities and in other healthcare institutions.

The technology and applications have been developed with the end user's specific needs in mind. This essentially means that the front-end of these systems are extremely easy to operate regardless of the individual's age or technical know how. The advanced technology is buried within each solution and may be managed internally by the organization's IT department or by Spectrum Communications' industry certified team of professionals.

The technology supports the Health Insurance Portability and Accountability Act of 1996 (HIPAA) whereby federal privacy standards were put into place to protect patients' medical records and other health information provided to health plans, doctors, hospitals and other health care providers. It also supports the latest 2003 HIPAA provisions designed to encourage electronic transactions and safeguards to protect the security and confidentiality of health information.

"Healthcare is a unique industry where we as a company can make a meaningful impact," added Mr. Cordell. "The types of solutions we offer will greatly benefit providers as well as make the lives of many individuals easier and less stressful."

**ABOUT SPECTRUM COMMUNICATIONS**

Founded in 1985, Spectrum Communications is a locally owned, full-service technology company servicing New Mexico with offices in Santa Fe (505) 474-4100 and Albuquerque (505) 888-6464. As technology marches on, digital voice and data networks have "converged" into integrated computer/telecommunications systems that offer many advantages versus traditional analog telephone systems. By employing these latest technological advances, businesses will help to ensure their success – improving their productivity and increasing their "bottom line". Spectrum Communications evaluates the communications needs of its customers/partners and implements customized state-of-the-art technology solutions. Through emerging technology we help our clients gain a

competitive edge and increase their revenues.

To implement these solutions, Spectrum Communications employs staff who are licensed and certified and are experienced in the installation and repair of low-voltage cabling, traditional telephone and voice mail systems. Spectrum holds a New Mexico Contractor license and is insured and bonded. Spectrum is a Microsoft Partner and a certified dealer for ShoreTel (pure VOIP solutions), NEC (converged solutions) and Vodavi (traditional), offering communications systems that can accommodate large VoIP solutions with multiple sites. Customers are thoroughly trained in every component of their system by Spectrum Communications highly experienced customer service team.

The company's local dispatch center delivers round-the clock service to ensure system reliability. Spectrum Communications also offers comprehensive service 24 hours a day, 7 days a week and emergency service guaranteed within 2 hours.

For more information on Spectrum Communications, call (505) 474-4100 or visit www.spectrum-nm.com.