

## 20/20 Vision

New national medical eye care model helps more people receive sight-protecting care with flexible IT that meets dynamic goals.



### Customer profile



Healthcare | United States



“I can focus on patients because I know we have a company like Dell Technologies helping us work as efficiently as possible.”

**Dr. Leslie O'Dell**

Clinical Director, Medical  
Optometry America

## Business needs

To open its first practice location as quickly as possible, Medical Optometry America (MOA) had to provide staff with on-demand, mobile access to core tools and data within 90 days. This required a new end-to-end IT solution that delivered excellent reliability, flexibility and the scalability to support more sites if necessary.

## Business results

- Opens new practice on time by deploying IT in just 3 months.
- Improves patient experience and staff efficiency with appropriately chosen devices.
- Gains the agility needed to meet emerging requirements.
- Minimizes costs and optimizes ROI.

## Solutions at a glance

- Dell [P2719HC](#), [P2419HC](#) and [P2418HZ](#) monitors
- Dell [OptiPlex](#), [XPS](#) and [Inspiron](#) client devices
- [Dell PowerEdge Servers](#)
- [Dell EMC Powerswitch Networking](#)
- [SonicWall](#) firewalls
- [Dell Technologies ProSupport](#)



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**Ryan Boyle**

IT Manager, Medical Optometry America

To deliver urgently needed eye care services, Medical Optometry America (MOA) aimed to open its first location in 90 days, leaving little time to design and deploy an end-to-end IT solution. Dr. Leslie O'Dell, clinical director at MOA, says, “We were already witnessing the effects of an overburdened health system. And with 10,000 people turning 65 each day, demand for medical eye care is only increasing.” By quickly opening its initial location and additional sites throughout the U.S., MOA could help more people save their sight by providing nonsurgical services including treatment for diabetic eye, glaucoma and macular degeneration.

## Three months from start to finish

After evaluating IT solutions from Cisco, Lenovo and Dell Technologies, MOA chose to partner with Dell Technologies. Ryan Boyle, IT manager at MOA, says, “We could get more of what we required from Dell Technologies including highly reliable servers, networking equipment and support. And by helping with product selection, our Dell account team lowered our costs, saved days of effort and ensured we had a blueprint for scaling to more sites if needed.”

Despite a midstream design change, MOA opened the doors of its first practice in Shrewsbury, Pennsylvania, as scheduled. “Just before we placed our order, we opted to have one large monitor in each exam area instead of two smaller ones, and we wanted everyone to have their own computer rather than sharing. Dell helped us revise our order and still deploy our solution three months after our initial contact.”

## A personalized desktop prescription

To boost efficiency, MOA aligned client devices with user profiles. For example, technicians need flexibility in interacting with apps and data, so they have a Dell Inspiron 17 2-in-1 laptop. Office staff work efficiently with Dell XPS laptops. Each office also has a Dell OptiPlex Ultra Form Factor desktop that's on the back of a monitor, on a wall, or on the underside of a desk to keep workspaces clutter-free. Commenting on users' IT, Boyle says, “Compared with devices from other vendors, Dell products are easier to customize to meet users' needs. And we have more options for screen sizes, keyboards, touchpads, I/O ports and power sources.”



Ensures **continuous operations** with high reliability.



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## Windows into patient health

Dr. O'Dell's office has dual 24-inch monitors for viewing patient data and retinal images. A third monitor has a built-in camera to support seamless virtual meetings. All six exam areas have one 32-inch 4K monitor that delivers the high resolution necessary for patients to see images, even if their eyes are dilated. “Seeing is believing,” O'Dell explains. “Sharing retinal images allows us to improve patient experience and educate them about their eye health. We can show them what we're talking about instead of describing it.”

## A modern practice that's future ready

To run medical applications and store patient data, MOA deployed a Dell EMC PowerEdge server that's sized so it could also support a possible future site. MOA's Dell EMC PowerSwitch networking devices connect gear and deliver ample bandwidth for rapid file storage and access. And SonicWall firewalls deliver advanced threat protection to help comply with HIPAA and other regulations. “We've been able to meet our requirements, minimize overhead costs and maximize ROI — with little effort on our part — by engaging Dell Technologies,” Boyle says. “Our infrastructure and client devices are all highly reliable. And if we do have an issue, we have ProSupport which provides immediate equipment replacement, so we can always care for patients.”

MOA has also gained an advisor for future innovation. O'Dell explains, “I can focus on patients because I know we have a company like Dell Technologies helping us work as efficiently as possible. And now that AI is changing how we care for patients, we need technology partners more than ever.” For example, preliminary studies show that the density of nerve endings, which can be seen and measured with retinal scans, can help predict mental decline from dementia and even Parkinson's. “As science and IT progress, we'll be able to use eyes as windows into a patient's brain and body health to improve overall care — and that's really exciting.”

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