



Solutions & Success

The Inside Story

Company & Location

Cushion Corp

Industry

Healthcare / Human Resources

Services Offered

Providing Human Resources services to healthcare industry carriers

Case Study Respondent

Will Martin, COO

Solutions & Success - Cushion Corp is a workforce solutions company

Cushion Corp is a workforce solutions company, providing a range of services to help organizations find and manage employees, as well as manage customer interactions. A primary area of their service is in outsourcing Human Resources services for healthcare organizations.

“We deal with a lot of large carriers in the healthcare industry,” says Will Martin, COO for Cushion Corp. “Part of the requirements with these carriers is that you have to go through a very intensive security process.”

As a healthcare industry third party, Cushion Corp is subject to HIPAA compliance standards. Compliance and cybersecurity are primary concerns for healthcare industry organizations, and it extends to the third parties they deal with like Cushion Corp.

As such, Cushion Corp requires IT support that will keep them secure, compliant, and maintain their continuity. They trust Kraft Technology Group to handle these concerns for them.





HIPAA Compliance & ePHI Security

Challenge

In order to work with major healthcare carriers, Cushion Corp has to meet strict requirements in terms of how they manage and store electronic Protected Health Information (ePHI). Failure to maintain security and compliance standards can result in hefty fines and loss of business.

"The carriers that we deal with, every year you have to go through a security and IT audit, and you have to have a plan in place in case you have any breaches or lose any PHI," says Will.

Solution

While Cushion Corp did have a capable IT support company hired at the time, they weren't getting the cybersecurity strategy they felt they needed. When they started looking into finding a provider that could offer more cybersecurity support, they eventually connected with Kraft Technology Group, and President Don Baham.

"We were already dealing with one outsourced IT company, and they were more focused on making sure our systems ran correctly, they weren't really focused on security," says Will. "Hands down, the differentiator for me and what we do in handling a lot of ePHI was the level of security that Kraft Technology Group came with. Don talked to me a lot about the certifications that they had, that really no one else in middle Tennessee had. That's what got me comfortable."

However, it wasn't just Will's experience that led to Cushion Corp hiring Kraft Technology Group. He also consulted with his healthcare clients directly, explaining what Kraft Technology Group offered. They recommended Kraft Technology Group as well.

"I went back to the carriers and talked to them about some of the security-based measures Don told me about, and they advised me to go with Kraft Technology Group if we wanted to be protected," says Will.

Result

Cushion Corp now enjoys a robust cybersecurity and compliance posture, developed with reliable technologies and proven best practices. Will is confident in their ability to manage ePHI both now, and well into the future.

"There were some certifications that were going to be coming up in 2021 and 2022 for any company that dealt with ePHI," says Will. "We sat down and we made a strategy. Every year, we will do our own penetration test and our own assessment."





Responsive IT Support

Challenge

Like any business, Cushion Corp is immediately affected by problems with their IT. It's such a crucial part of their operations that even a small problem or occasional lag can have considerable effects. That's why they need quick and effective support from their IT company.

Solution

Kraft Technology Group provides responsive, effective and personal support for Cushion Corp. Employees don't have to worry about waiting for hours for a response, or having to explain their problem to an IT technician they've never talked to before.

"That's another great thing about the way that they service you," says Will. "You're not just a ticket number. You get to know them because you work with the same few people over and over. They get to know your system and your issues."

However, beyond the usual email and phone support options, Kraft Technology Group has also implemented a new, more direct way for Cushion Corp to request help.

"There's a 'Quick Help' button that they installed on our PCs," says Will. "You click on that, it takes a few quick snapshots of what you're dealing with, and you get a phone call. It's extremely responsive, and there's almost no wait time with these guys, or at least, I haven't experienced that."

Result

Cushion Corp enjoys quick and effective support, delivered in whatever way they prefer. Whether it's by email, on the phone, or via the new "Quick Help" button, they get the support they need, when they need it.

"Within 15 to 20 minutes, you're getting an email or a phone call and somebody to help you," says Will. "Their customer service is really off the charts."





Connectivity And Communication Continuity

Challenge

As a part of their services, Cushion Corp fields a lot of calls from healthcare patients. These patients will call in from their doctor's office to inquire about coverage, financial matters and other matters.

If Cushion Corp's Internet connection and phone service go down, it's not long before it starts to affect their clients and the patients trying to reach them.

"People will call us from the doctor's office, so we have to be connected at all times, or we will tick off a lot of customers," says Will. "Before, it was a pain in the ass. The phones would stop working when the Internet went out, and we would have customers calling us and leaving nasty voice messages, so it really helped improve our level of customer service."

Solution

Kraft Technology Group recommended a multi-tiered strategy to maintain Cushion Corp's connections. With a backup Internet connection, and a cellular-based tertiary system, Cushion Corp is comprehensively protected against downtime.

"We talked it through with Don, so that not only do we have a failsafe, but we have three other options available," says Will. "In addition to the main provider, we had a second one brought in, and Don and his team set it up so that if one Internet line goes out, it automatically switches us over to the other. We also have a cellular backup as another layer of protection."

Result

Since putting this multi-layered system in place, Cushion Corp has enjoyed reliable connectivity. They can work with patients without having to worry about an outage taking their systems down.

"We haven't had any issues with connectivity since then," says Will.



"Their customer service is really off the charts."



- Will Martin,
COO, Cushion Corp