



First Insight Corporation



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Cyndi Young
Training Manager
First Insight Corporation

Key benefits

- Increases online training revenue
- Decreases support costs
- Helps meet HIPAA requirements with 128-bit AES encryption

First Insight focuses on secure online meetings for education and communication

First Insight Corporation is the leading provider of technology solutions for the eye care industry.

The challenge: finding an easy way to train remote customers

In the eye care industry, First Insight is clearly the leader in practice management and electronic medical records software. The company's software solutions are comprehensive and sophisticated. Training manager Cyndi Young explained, "Our customers are optometrists, ophthalmologists and opticians. We provide a complete and intuitive practice management and electronic medical records system for them to manage their practices." Because the software is powerful and includes multiple office solutions, the company needed an easy way to educate distant customers about key features, demonstrate its products to far-away prospects and collaborate with software engineers located around the world.

Implementing GoToMeeting for remote collaboration

Today, First Insight uses Citrix® GoToMeeting® to provide secure and easy product training, sales demonstrations and collaborative meetings with customers, prospects and employees worldwide. "We now use GoToMeeting for several applications at First Insight," said Young. For example, the company uses GoToMeeting to provide several live, online courses each week for distant customers. "Our training group uses GoToMeeting for virtual classroom training. We give a presentation and then we demonstrate the actual product," she said. "GoToMeeting very much enhances our training." And because there are no limits on meeting use, "Our sales team uses GoToMeeting every day," she added.

Like many companies, administering technology often falls to individual managers at First Insight. "We don't have an on-site administrator for our office, so these things end up on my plate," said Young. Although numerous employees throughout First Insight now rely on GoToMeeting, Young does not need to spend hours managing the licensing or deployment. "It's easy with GoToMeeting. I'm able to set up each department, and each team organizes its own meetings," she said. "I don't have to spend time administering GoToMeeting and that's a huge relief for me."

Easily collaborate with employees worldwide

GoToMeeting also gives First Insight an easy way to communicate and collaborate with engineers and other staff scattered around the world. "Part of our office staff is in India and Canada, and a lot of our engineers work from their homes in places like Arizona and Alaska," noted Young. "With GoToMeeting we're able to bring everyone together wherever they live."

Employees also use GoToMeeting to communicate with each other locally. "Inside the office we use GoToMeeting for engineering and staff meetings," she said. "GoToMeeting is easy for them to use and understand, and they really like it. GoToMeeting has been great."

Education initiatives get boost from online meetings

Although the whole company benefits from secure and easy online meetings, some of the biggest advantages are being realized by Young's training group. The training team needed an easy solution for remotely training new and existing customers on various features of First Insight's software. "The whole point of our e-training here at First Insight is to get the knowledge out to our customers so they can use our products better," she said. "With GoToMeeting they are able to get the education they need."

According to Young, the customers attending class are not necessarily computer-savvy. "Their education is about optometry, and often they're not technical – many haven't been on the Web before." For Young, this is why GoToMeeting, with its simple, easy-to-use interface, is the right solution. "Students report to us that they feel more confident using GoToMeeting, and they are able to easily get into the meeting without any anxiety."

Because training sessions are so easy to attend with GoToMeeting, enrollment has boomed. "We've been able to get more people interested in the sessions now that they're easier to access," noted Young; typically a half-dozen students from around the United States participate in each class. The increasing popularity of the company's training courses is important because the training department is a profit center. "We've been making more money on our training classes," she added. Plus, the company saves on support costs down the line: "Because we're able to get more people to attend the sessions, they're calling technical support less."

Seamless desktop sharing aids skills demonstration

"If you never have the students demonstrate a skill back to you, how do you know that they've really caught on?" Young asked. Demonstrating key skills is even more important when teaching students from a distance. "In a virtual environment you can't see their faces to know that they understand." Through shared desktop control, GoToMeeting gives the instructors a way to let students easily demonstrate their newly learned skills. "I click one button to pass the keyboard and mouse, and students can just start typing," Young explained. "They can show us that they understand," she said. "That's one of the greatest things about GoToMeeting."

Security that meets tough HIPAA requirements

Because First Insight solutions manage sensitive patient data, security is paramount. "In the healthcare environment we need to know that the information we're sharing is secure," said Young, explaining that any products the company uses must adhere to the Health Insurance Portability and Accountability Act (HIPAA). "We sometimes view the actual product in the customer's office, which may include patient information." To protect confidential patient information, GoToMeeting encrypts all data from end to end with industry-leading 128-bit AES encryption. "Part of our agreement with our customers is that we will protect their patient information," she said. "We ensure that we're using secure technology like GoToMeeting when we're working with them."

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