

BUSINESS connections



The Foley Center at Chestnut Ridge offers Rehabilitation, Long-Term Care and Assisted Living

Pictured L to R: Mickey Farris, Network Administrator, ARHS IT; Nathan White, ARHS CIO/Foley Center Administrator; Jason Cook, Network Administrator, ARHS IT; Edward Hinson, SkyLine Executive Director of Competitive Operations; Kenny Church, SkyLine Network Engineering Supervisor; David Walls, SkyLine Field Services Supervisor; Mark Heckle, Director, ARHS IT; Brent Keith, SkyLine Strategic Sales Supervisor; and Jamey Ellison, Director of Nursing, The Foley Center.



THE FOLEY CENTER
AT CHESTNUT RIDGE



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BUSINESS connections

New developments in your business can be very exciting. Whether it's an added location, updated technology or a novel way to approach what you do, using innovative tactics can propel your company forward. This issue of *Business Connections* looks at some new opportunities for our business and yours.

As a great example of growth and expansion, we'd love for you to **Come Visit Our New Boone Location.** Offering convenience and accessibility for customers, this new SkyLine/SkyBest location features the latest technologies on display including virtual reality and home automation.

On pages 4 and 5, read about our spotlight customer, **The Foley Center at Chestnut Ridge.** This state-of-the-art facility opened in January of this year and offers post-acute rehabilitation for the Appalachian Regional Healthcare System. SkyLine/SkyBest played a role in ensuring the facility has efficient and reliable network connectivity.

Next, on page 6, take a look at the process of **Reevaluating and Reinventing** that's occurring in rural communities across the country. We're pleased to provide advanced communications services to rural communities in our service area, enabling them to more successfully meet their challenges.

We're also **Taking the Pulse of Healthcare Technology.** On page 7, we explain how tablets, telemedicine, wearable devices and more are improving results for both providers and patients.

SkyLine/SkyBest would love to hear about new developments at your business. We're here to listen, help you explore various options and recommend the right solutions. Call us any time to start the conversation.



Sincerely,

Jimmy C. Blevins
Chief Executive Officer



Come Visit Our New Boone Location

*Offering greater convenience
and accessibility for customers*

SkyLine/SkyBest's newest Customer Center location at 217 Wilson Drive in Boone had its ribbon-cutting ceremony on January 6. The ceremony kicked off a month-long series of grand opening activities.

The Latest Technologies

Throughout January, we invited customers to visit the new location to see firsthand the latest technologies on display, including virtual reality and home automation, and to learn more about the wide array of services now offered through SkyLine/SkyBest. Visitors took home some great door prizes including the grand prize of a Smart TV, won by Crystal Lusk. Other prizes included Amazon Echo Dots, SkyLine/SkyBest gift certificates and more.

Located in the former Village Laundry location near Boone Mall, the new Boone Customer Center provides greater convenience to SkyLine/SkyBest's Watauga County customer base and supports efforts to expand SkyBest Communications' service footprint to new areas.

In 2013, SkyLine established a Customer Center location in Banner Elk, which has since drawn more Avery County traffic away from the Seven Devils Customer Center location, and the close proximity of these two facilities led us to find a location closer to Boone that could better serve all of the cooperative's Watauga customers. The Customer Center's move to Wilson Drive further coincides with SkyBest's expanded service footprint to more areas of the Boone business community.

Expanding Our Reach

"With Boone as the commerce center of Watauga County, we feel this new location allows us to offer greater convenience and to be more accessible to all of our Watauga members and customers," comments Retail Sales Manager Jamey Jenkins. The new location is convenient to Highway 105, which leads to the Foscoe community; it also intersects with the 105 Bypass, which connects SkyLine members from the Sugar Grove, Vilas and Zionville communities. In addition to its weekday business hours of 8 a.m. to 5 p.m., the new location has walk-in service available from 9 a.m. to 1 p.m. on Saturdays.

SkyLine/SkyBest recently introduced new broadband packages with speeds ranging from 5 Mbps to 1 Gbps, and we continue to offer automation and surveillance, local and long-distance services, digital TV, Medical Alert, Hosted VoIP and more. The new Boone location will further function as a customer service stop for Carolina West Wireless customers to pay their bills, purchase products or upgrade their existing cell phone plans.

Other SkyLine/ SkyBest Customer Service Locations

We welcome visitors to come see us at the new Boone Customer Center or any of the locations listed below:

West Jefferson Smart Home

1060 Mount Jefferson Road
West Jefferson, NC 28694
Phone: 336-877-1350
Exchanges served: 384, 385, 846,
877, 982, 739

Banner Elk Customer Center

20 High Country Square Hwy. 184
Banner Elk, NC 28604
Phone: 828-898-1350
Exchanges served: 297, 387, 898, 963

Sparta Customer Center

199 Grayson St.
Sparta, NC 28675
Phone: 336-372-1350
Exchanges served: 359, 372, 657



Boone Customer Center

The Foley Center at Chestnut Ridge

Serving patients with state-of-the-art rehabilitation and long-term care



The SkyLine/SkyBest and Appalachian Regional Healthcare System teams work together to achieve the best communications and technology solutions for The Foley Center. Seated, Gillian Baker. Standing L to R: Edward Hinson, Nathan White, Mark Heckle and Brent Keith.

Photo by Todd Bush, www.bushphoto.com

The Foley Center at Chestnut Ridge, newly opened in January 2017, functions as the post-acute rehabilitation facility for the Appalachian Regional Healthcare System (ARHS) of North Carolina. In planning for five years and under construction for the last two, The Foley Center now houses patients transferred from the closed Blowing Rock Rehabilitation and Davant Extended Care Center and is admitting patients and residents daily.

State-of-the-Art Facility

The Foley Center's 87,500-square-foot building, with a 112-bed capacity, was designed from the ground up with the patient in mind. "Our private and semi-private bedrooms, community dining areas and six living rooms—all with beautiful mountain views—feel more like a modern patient-centered neighborhood," comments Nathan White, Administrator, The Foley Center. The staff of 117 highly trained professionals includes physicians, nurses, physical and occupational therapists, speech therapists, social workers, dietitians and pharmacists. Most of these current employees transitioned with the patients from the old facility.

State-of-the-art equipment fills The Foley Center's rehabilitation gym to facilitate the latest in physical and occupational therapy treatments. "Everything at The Foley Center is brand new," notes White. "We didn't move any equipment or furniture here from Blowing Rock Rehabilitation." Furniture from the old facility will instead be donated to several organizations including local community colleges.

The Foley Center's Chestnut Ridge campus is also home to Boone Drug's Village Pharmacy and the Harriet and Charles Davant, Jr. Medical Clinic, a comprehensive internal medicine practice.

Range of Options

Short- and long-term rehabilitation care at The Foley Center is designed for patients recovering from hospital stays due to surgery or illness. It offers a cost-saving alternative for those healthy enough to be discharged from the hospital, but not yet ready to safely return home. Length of stay for these patients could range from as short as a few days up to several weeks, depending on level of need and response to treatment and therapy. The desired outcome in these cases is for the patient to recover sufficient strength, balance and mobility to return home and resume previous activity levels.

In addition to the focus on post-acute rehabilitation, The Foley Center also is able to meet the needs of other types of patients. For those who are not able to recover sufficiently to go home,

The Foley Center offers both long-term care and assisted living. “Long-term care residents have the benefit of getting necessary therapies and participating in daily activities, all while living in a beautiful new residence,” observes White. “The assisted living area is for those residents who are more self-sufficient, but still enjoy being around others and participating in activities.” Amenities include an on-site hair salon, dining rooms in each neighborhood and a sunroom with rocking chairs, so one can enjoy the mountain views on the covered deck. Van transportation allows residents to get to off-site appointments or activities. Residents with added cognitive issues can receive the memory support they need.

ARHS has partnered with Caldwell Hospice and Palliative Care to offer an Advanced Illness Management (AIM) team to residents with serious chronic illnesses. The resident’s physician can work with the AIM nurse practitioner, nurse, medical social worker and chaplain to provide comfort and assistance addressing specific physical, emotional and spiritual needs.

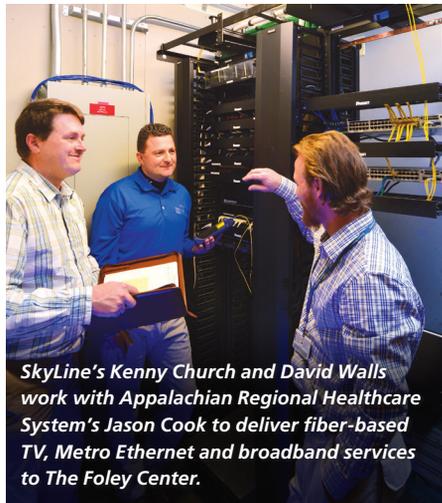
Vital Connectivity

Early in the project development stages of The Foley Center, ARHS consulted SkyLine/SkyBest about communications services. SkyLine/SkyBest now provides TV, Metro Ethernet and broadband services to the completed facility. “Customer service was excellent throughout the implementation process and with follow-up support,” says White.

Brent Keith, Strategic Sales Supervisor at SkyLine/SkyBest further explains, “The services we have provided, specifically Metro Ethernet, allow ARHS to share resources between The Foley Center and Watauga Medical Center, making the new facility an integrated part of the existing extended network. The opportunity to play a role in the success of The Foley Center is very important to SkyLine/SkyBest, given the critical health services ARHS provides to the citizens of the High Country.”

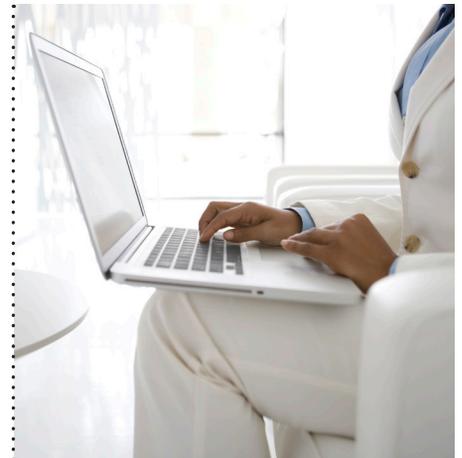
“Efficient and reliable network connectivity is essential to our daily operations,” observes White. “SkyLine/SkyBest has provided The Foley Center with good reliability and stable performance, so we can focus on patient care.”

The Foley Center at Chestnut Ridge is located at 621 Chestnut Ridge Parkway, Blowing Rock, NC. For more information about services offered at The Foley Center, please call 828-386-3300, or visit www.apprhs.org/foleycenter.



SkyLine's Kenny Church and David Walls work with Appalachian Regional Healthcare System's Jason Cook to deliver fiber-based TV, Metro Ethernet and broadband services to The Foley Center.

Photo by Todd Bush, www.bushphoto.com



Metro Ethernet Connects Multiple Locations

Today’s businesses require robust connectivity, not only to the internet, but also to their own resources. Metro Ethernet from SkyLine/SkyBest makes sharing information between computers across town as simple as sharing information between computers across the hall. Benefits include:

- **Lowered cost.** Your company will save time and effort and therefore, money, as it grows to rely on this smart network option.
- **Increased bandwidth.** Multiple local area networks (LANs) can be connected over a wide-area connection to share high bandwidth applications.
- **Efficiency.** Employees at different locations can collaborate quickly and effectively.
- **Expandability.** Bandwidth can be increased or decreased without changing equipment or adding circuits.
- **Reliability.** In the event of a fiber cut, our network prevents a disruption of data services and internet access.

To learn more about Metro Ethernet service from SkyLine/SkyBest, call our Business Sales Team at 1-844-SKYBEST.

Reevaluating and Reinventing



How rural communities are changing inside and out to overcome their challenges

Rural communities all over the U.S. are facing steady depopulation, economic decline and deteriorating main streets. This typically stems from the loss of a community's original or main industries that provided the foundation for the local economy in the past. Despite these challenges, there are ways for rural families, businesses and leaders to work together to turn things around.

Taking a Fresh Look

It starts with taking a fresh look at the rural community. Instead of trying to recreate exactly what it's been in the past, the focus turns to imagining what it could be in the future. This often involves:

- Reevaluating current assets such as historic buildings in the downtown area, a beautiful rural landscape, low cost of living, unique cultural/arts resources and potential for entrepreneurial businesses.
- Reinventing the community's appearance and use of technology to make it a more attractive place for residents to live and travelers to visit.

While beautification of building exteriors, through painting and other "spruce up" projects, is often where rural communities begin their efforts toward positive change, it's important for them to also invest in the improvements not readily seen—communications technology. For example, high-speed internet helps to level the playing field between rural communities and big cities. Existing businesses can access the internet speeds and reliability needed to expand e-commerce, and cities have an easier time attracting new businesses and recruiting new talent.

Working Together, Leveraging Technology

Robust partnerships between local government, nonprofits, business organizations and community groups are essential to the success of reinvention. While most economic development strategies involve trying to recruit major employers, many small

towns and cities complement recruitment by emphasizing their existing assets and distinctive resources.

Rural communities can get help from Cool & Connected, a planning assistance program sponsored by the U.S. Department of Agriculture Rural Utilities Service, EPA's Office of Sustainable Communities and the Appalachian Regional Commission. Cool & Connected helps small towns use broadband service to revitalize main streets. Communities can combine broadband service with other local assets such as cultural and recreational amenities to attract investment and people as well as diversify local economies.

SkyLine/SkyBest is proud to help support the rural communities in our service area by providing communications technology.

Is It Time to Reevaluate Your Internet Plan?

The internet plan you selected a couple of years ago may not be up to the demands your business places on it today. Have you added employees? Are there more devices in use? Do you experience slow-downs when video streaming or uploading large files?

It's a good idea to periodically reevaluate your bandwidth usage to see if an internet plan upgrade is needed, and SkyLine/SkyBest is here to help.

We offer a variety of internet solutions for businesses including:

- High-Speed Broadband
- Metro Ethernet
- Speeds up to 1 Gig
- Business Hosting
- Data Networking

For more details, call our Business Sales Team at 1-844-SKYBEST.

Taking the Pulse of Healthcare Technology

How new tools are improving patient health and provider efficiency



As in many industries, professionals in healthcare have found themselves increasingly dependent on technology. Many of the latest methods for maintaining optimal health rely on a fast and reliable internet connection. Both healthcare providers and patients benefit as new advances in medicine make it easier to give and receive medical care. Here are just a few of the emerging trends:

Electronic Health Records

As the healthcare industry shifted from paper to electronic health-care records, much of this data has been stored on-premise within healthcare facilities. Now another shift is taking place—storing these records offsite on cloud-based platforms, allowing professionals to easily and securely view them from any internet-enabled device. Another benefit is the expanded capacity of cloud-based storage, which permits more complete records on each patient to be stored.

Tablets

Many healthcare providers have adopted tablet computers as their go-to tool for a wide variety of uses including recording and reviewing patient data, accessing drug databases, scheduling patient appointments and communicating with patients and other providers. With tablets, providers can spend less time on paperwork and more time delivering quality care to patients.

Remote Patient Monitoring

Patients can wear or use devices that monitor their physical condition and send data to their medical practitioners. Data collected in this manner includes weight, blood pressure, blood sugar, blood oxygen levels, heart rate and electrocardiograms. Professionals can use this information to ensure their patients' treatment plans are on track or adjust as needed.

Telemedicine

Remote access to healthcare services can be used to share files, test results and other data via secure email platforms. In these cases, the healthcare provider and patient can interact with the information at different times. Another use is for the provider and patient to communicate in real time using audio and video conferencing. Telemedicine can help patients in isolated areas gain access to medical specialists in larger communities.

Wearable Devices

Devices like FitBit, which allow patients to record data about sleep, count calories and track the number of steps taken, enable them to achieve success in lifestyle changes recommended by their healthcare practitioners. For example, patients with heart conditions are often counseled to get more physical exercise. The wearable device, which can send data to an app or private online area, can help them know (and share with their medical provider) when they're meeting their fitness goals.

SkyLine/SkyBest is dedicated to ensuring that healthcare providers—as well as our customers in other fields—have the communications services they need to take advantage of today's technology. Call 1-844-SKYBEST to learn more.

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new bundles, featuring your choice of:
Internet up to 1 Gig • TV
Long Distance • Calling Features

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*Some restrictions may apply. Service not available in all areas. Speeds over 12 Mbps and TV available in fiber-served areas only.