

July 2014



# PTD Chat

vol. 13 | iss. 3

PENTELEDATA'S CUSTOMER NEWSLETTER

## PARTNER IN HEALTH CARE

### Lehigh Valley Health Network

Lehigh Valley Health Network's mission is to heal, comfort and care for the people of our community. Each one of their more than 13,000 colleagues contributes to this mission and helps make the Lehigh Valley a healthier – and better – place in which to live. Their four full-service hospitals include Lehigh Valley Hospital-Cedar Crest in Salisbury Township, which includes an additional clinical campus, Lehigh Valley Hospital-17th Street in Allentown; Lehigh Valley Hospital-Muhlenberg in Bethlehem; and Lehigh Valley Hospital-Hazleton in Luzerne County. Children's Hospital at Lehigh Valley Hospital, the only Children's Hospital in the Lehigh Valley, offers inpatient and ambulatory care, a Children's ER, more than 25 pediatric specialists and numerous child-specific services such as rehab and burn care.

Their community health centers include doctors' offices and lab and imaging services at convenient locations in Bangor, Bath, Bethlehem Township, Emmaus, Hamburg, Hazleton, Kutztown, Macungie, Moselem Springs, Trexlertown and Upper Bucks (in partnership with Grand View Hospital). They have more than 1,340 primary care and specialty physicians – including more than 630 employed by the health network, and pharmacy services at three of their hospital campuses.

The care and services Lehigh Valley Health Network (LVHN) provides consistently receive national recognition through awards and accreditation from organizations such as U.S. News & World Report, Centers for Medicare and Medicaid, National Cancer Institute Community Cancer Centers Program (NCCCP) and many others.

With all of this in mind, it's no surprise that LVHN transports data of all kinds; financial, compliance, and clinical. This data is presented and transported in both traditional application layer as well as video needs as required by their TeleHealth applications.

In October 2003, when LVHN began looking for a partner to provide data service for their infrastructure, they received several referrals. Ultimately, they chose PenTeleData for both their corporate data backbone and their ambulatory practices.

Richard Fronheiser, I/S Director at LVHN, described the service PenTeleData provides, "PenTeleData has supported these requirements as well as maintained a reliable uptime with their network eliminating outages that ultimately affect patient care. It is clear that they strive to be a partner with LVHN. I feel I can reach out to the VP of Operations at any point with any problem at hand and get an immediate response. When I speak to him, it is not like I am talking to someone just giving me a scripted response, I feel like he actually feels connected to my problem and wants it resolved as soon as I do. This is what separates PenTeleData from some of their competitors.

"As we continue to expand and reach new community populations, we must find creative and cost-effective ways to deliver connectivity to these new sites. New technology drives bandwidth needs and demands. PenTeleData's MPLS network allows us to easily scale back or forward depending on the challenge at hand."

Jude Horoski, I/S Manager Infrastructure, added, "LVHN has found PenTeleData's commitment to service more than reliable. As LVHN has continued to grow our network, PenTeleData has proven to be a partner that has met our business needs. They have provided us with the cutting edge



technology and the flexibility needed in the Health Care industry.

"PenTeleData is a true partner in our business and a partner in our care of the community. When opening new practices and acquisitions, they have always been able to meet our deadlines, even when they are more than a little unreasonable. Their staff has gone beyond the call and made huge efforts to make things happen and have facilities open on time. PenTeleData's engineers and Network Control Center professionals are available 24/7 and are always ready to provide the best service possible."

At PenTeleData, we've begun work toward our NextGen Network, which will allow unprecedented speeds and future growth. One of the many benefits the network will offer is the opportunity for Wave Services. Specifically, we will carve out a wavelength of light for businesses like Lehigh Valley Health Network and other healthcare providers who count on the speed and reliability of our network to care for their patients. Wavelength connectivity sends pulses of light from one side of our network to the other. Since the light does not pass additional routers, it never converts to an electrical signal, which would slow it down. Think of this like riding the express lane through our network – literally at the Speed of Light!

## Contents

### PAGE 1

Our Partner in Healthcare -  
Lehigh Valley Health Network

### PAGE 2

From the Manager's Desk  
Upcoming Events  
Have You Heard of Computer  
Patrol "The Store"?

### PAGE 3

Cable Isn't Just TV. What do you  
think of When You Hear the  
Word "Cable"?  
What is a Compromised Email?  
Customer Contest

### PAGE 4

April 2014 Customer  
Contest Winner  
Computer Patrol Visits  
Knobels Amusement Resort!  
Fun Facts

## From the Manager's Desk...

Dear Valued Customers,

Summer is an eventful time for all of us at PenTeleData. We enjoy the opportunity to visit some of the area's fairs and trade shows, and most importantly, the chance to meet face-to-face with many of our customers. Personally, I think relationships are the key to any company's success. PenTeleData is the perfect example of people coming together with a common goal. Our partnership began in 1994 with the purpose of providing affordable Internet access and with the vision of providing broadband high-speed Internet. That partnership continues today and the Internet has become more than any of us imagined.

Having said that, it's impossible for us to see each and every one of our customers at our summer events, but that doesn't mean that we can't keep in touch. In addition to our quarterly newsletters, we have monthly customer education contests, with information designed to keep you informed about online threats and opportunities to win some great prizes too. Check out our latest at [www.ptd.net/securitytips](http://www.ptd.net/securitytips). For additional current topics, updates, and more contests too, visit us on social media at [www.facebook.com/penteledata](http://www.facebook.com/penteledata) and [www.twitter.com/penteledata](http://www.twitter.com/penteledata). Individual troubleshooting or billing concerns should receive personalized attention, so, as always, we're also available 24/7 on the telephone or via our live chat feature at [www.ptd.net](http://www.ptd.net).

Thank you for your business and continued support. We'll Chat again in the fall.

Sincerely,

Jaime Mendes, V.P. of Operations - PenTeleData

## Events

### AUGUST 1-10, 2014

Musikfest

August 1st - 5 pm-11 pm

August 2nd - 10th Noon-11pm

Downtown Historic  
Bethlehem, PA

### AUGUST 4-9, 2014

Carbon County Fair

August 4th-8th - 3 pm-11 pm

August 9th - Noon-11pm

Carbon County Fairgrounds  
Palmerton, PA

### AUGUST 24-30, 2014

West End Fair

Sun., Wed., Sat. - 10 am-11 pm

Mon., Tues., Thurs., Fri. -  
Noon-11pm

West End Fairgrounds  
Gilbert, PA

### AUGUST 25-SEPT. 1, 2014

Allentown Fair

Mon. - 4 pm- 11 pm

Tues. - Sun. - 1 pm-11 pm

Mon. - 1 pm- 10 pm

Allentown Fairgrounds  
Allentown, PA

## Have You Heard of Computer Patrol "The Store"?

**Do you need a  
new computer?  
Does your  
computer need  
repair? Maybe  
it's time for a new  
printer or your  
own wireless  
hot spot.**

If so, visit Computer Patrol "The Store," a division of PenTeleData, at 528 Delaware Avenue in Palmerton. We offer the convenience of buying well-recognized and respected brands such as Toshiba, Samsung, Asus, and Acer with the personalized attention and friendly service that only a local store provides. We specialize in all things Internet and networking related, including computers, computer repair, printers, wireless routers, PC accessories and much more. We can even work with businesses to custom order specialty computers. To learn more, please visit [www.cpthestore.com](http://www.cpthestore.com) or call us at 610.826.9090.

If you don't live within a convenient driving distance of Palmerton, we may still be able to help. We can sometimes arrange delivery to one of our partner cable offices. This can be reviewed on a case-by-case basis.



# Cable Isn't Just TV. What do you think of When You Hear the Word "Cable"?

If you're like most, you probably immediately think of watching television. And while that's true, "cable" as we know it today is so much more. It is a form of entertainment, a research tool, and an integral part of our daily routines. It's no surprise that most cable companies have removed the name "cable" from their names. Instead, they are communications and entertainment providers. Think back to the 1980s. Watching a new movie often meant a trip to the video store to pick up your VCR tape rental. How about channel choices? There certainly was no need for more than double digits. And Internet – what was that?

Cable has come a long way from our humble beginnings in the late 1940's and at PenTeleData, we work hard to continue the pioneering traditions that began with John Walson of Service Electric and Claude Reinhard of Blue Ridge Communications. They were the first to place antennas atop the mountains to improve television reception and bring cable television to valley cities. Since then, there have been many advances in the telecommunications industry. PenTeleData and our partners have always been at the forefront of those emerging technologies.

The PenTeleData partnership began in 1994. Our partnership designed, built and implemented over 9,000 miles of fiber optic cabling that helps interconnect cell towers for today's most popular cellular providers, connects the largest area Health networks, allows for secure online banking plus hundreds of digital TV channels, high definition services including local news & sports programming, Video On Demand (VOD), Digital Video Recorder (DVR), Broadband Internet access up to 50 Plus Mbps, digital telephone and more! That's definitely not just TV! It's also worth noting that today's entertainment relies on Internet for downloadable content. A recent national survey of Internet Service Providers indicated that video content accounts for roughly 30% of all Internet traffic. Similarly, providers like Apple iTunes for music and Amazon for books, have changed the way we purchase entertainment.

## What is a Compromised Email?

If it's likely that an email account has become susceptible to unauthorized access, it's called a compromised email. Hopefully you've never been the owner of a compromised email account, but if you have, then you already know how frustrating it can be.

When PenTeleData notices that an email account has been hacked/compromised, that means that someone likely has unauthorized access, so it becomes necessary for us to stop that account (and the criminals) from causing further damage to our network or gaining access to other email accounts. The only way to isolate the incident is to temporarily suspend service to that email address. Although we take many steps to help protect against phishing, viruses, SPAM, and malware on our email servers, it is VERY important for customers to help too. First and fore-

most, use current virus protection software and a current operating system on your computer. Then, create strong passwords and not share them with anyone. Last, use caution with an email or pop-up box that asks you to provide personal information.

Some customers get angry when PenTeleData stops their email service; others understand the dire need to do so. After a recent call to Technical Support, one customer commented on our Facebook page. He explained, "I want to send out a big thank you to PenTeleData. My email was compromised and they closed down the email account to prevent anyone else from sending out bulk amounts of spam which was happening without my knowledge. Thank you for putting a stop to it. I had to call to have my password reset and the people on the phone were a very big help and they were very friendly and very pleasant."

## Contest

**JULY 2014:**

PenTeleData is giving one lucky winner a \$100 Amazon Gift Card and \$50 Gift Card to Computer Patrol "The Store" in Palmerton, Pa.

**How to play:**

Rack your brain and figure out the answer to the brain teaser below.

Then send us an e-mail with your full name, address, daytime telephone number (where we can contact you), and the answer to the brain teaser below, to [chat@corp.ptd.net](mailto:chat@corp.ptd.net) All entries must be received by 7/31/14.

**Good Luck!**  
**PenTeleData**

**Brain Teaser:**

**You can see nothing else when you look in my face, I will look you in the eye and I will never lie.**





## Fun Facts

A standard garden hose can put out as much as 20 gallons of water per minute. A hose left on by mistake can waste as much as 28,000 gallons in just 24 hours.

Jupiter spins faster than any other planet. A point on the equator of Jupiter spins faster around the center of the planet at a speed of 28,273 mph. The speed of the spin makes the planet bulge slightly at its equator.

A perfectly clean fire produces almost no smoke. Smoke simply means that a fire is not burning properly and that bits of unburned material are escaping.

Tiger cubs are born blind and weigh only about 2 to 3 pounds (1 kg), depending on the subspecies. They live on milk for 6 to 8 weeks before the female begins taking them to kills to feed. Tigers have fully developed canines by 16 months of age, but they do not begin making their own kills until about 18 months of age.

The Nile crocodile averages about 45 years in the wild, and may live up to 80 years in captivity.

Baseball legend Babe Ruth led the American League in home runs 12 times.

Mercury has been known since about the third millennium B.C. The planet was given two names by the Greeks: Apollo, for its apparition as a morning star, and Hermes as an evening star. Greek astronomers knew, however, that the two names referred to the same body.

Columbus visited England in 1477, and it was probably there that he first heard that lands lay far to the west, across the Great Ocean Sea. In 1477, Columbus possibly visited Iceland.

## APRIL 2014 CONTEST WINNER!

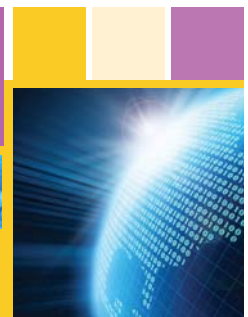
**Congratulations to Bruce M. Kantor of Allentown, Pa.**

**Bruce was the winner of a Family 4-pack of tickets to see the IronPigs vs. Toledo Mudhens on Saturday, May 24th @ 6:35 PM.**

QUESTION: What year comes next in this sequence: 1973 1979 1987 1993 1997 1999

ANSWER: 2003 (*they are prime years*)

JUL2014  
VOL13|ISS3



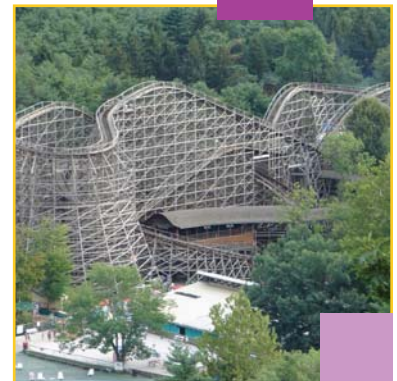
## Computer Patrol Visits Knoebels Amusement Resort!



Knoebels Amusement Resort, located in Elysburg, PA, is the perfect family destination, offering free admission, free parking, and free entertainment. With more than 50 of the best amusement park rides anywhere, including the Grand Carousel, one of the very few where you can still catch the brass ring; The Phoenix, which has been voted the #2 Wooden Coaster in the world; and Flying Turns, a one of a kind thrill that you'll find only at Knoebels.

The management of the family-owned park takes great pride in offering the fun and excitement of days gone by, while adding thrills and opportunities to make the park even better each year. One of those enhancements was GoKnoebels, a mobile electronic guide to all the fun, food, and fantasy that Knoebels has to offer. The app is free and downloadable from iTunes and Google Play. It provides information about their wide variety of exciting rides, attractions, award-winning food, games, entertainment, and gift shops. You can use GoKnoebels as a tool to plan your upcoming trip or as a personal tour guide on the day of your visit. As you stroll through and explore the park at your own pace, it will alert you to some of Knoebels' famous and popular attractions with interactive and zoomable GPS maps that indicate your current location and your selected point of interest.

Still, with spotty cellular coverage for a few areas of the park, Knoebels needed to ensure that the app was available to download by anyone with a data enabled cellular phone, even if signal was not available from their cellular provider. Rick Knoebel, a park manager and member of the Knoebel family, shared, "We wanted our guests to be able share their experiences with family and friends and with so many people using social media for this we needed fast, reliable connectivity." That's where PenTeleData's Computer Patrol was able to help. Since the park already used PenTeleData to provide the Internet connectivity to run their day-to-day oper-



ations, it made sense for them to call us for customer access too. Our Computer Patrol technicians installed fourteen access points throughout the park for wireless Internet. As is standard with all PenTeleData public Wi-Fi installations, there is a subscriber gateway in the system to keep users isolated from each other. This level of security prevents users from hacking each other. The equipment was also set-up to include Internet Content Filtering and Intrusion Detection and Prevention to provide network-wide detection and protection from many potential attacks, exploits, worms, and viruses.

**To learn how our Computer Patrol  
Pros can help your business call  
1.877.610.9090 or visit [ptdpatrol.com](http://ptdpatrol.com)**