

TOP

5

HEALTH CARE
MARKET INTEGRATORS24/7 support and highly knowledgeable personnel
are a must in this vertical. By Lisa Nadile

WHETHER YOU'RE AN **AVI-SPL**-type powerhouse or an integrator that sticks closer to home, getting started in health care is a challenge. These five integrators, *CI* Industry Leaders, are very enthusiastic about the market, and some are even downright bullish, like Tim Czyzak, president of **IVIDEO** (formerly Industrial Video) who comes to the A/V industry from banking and finance.

"There are a lot of dollars within the market, which is obviously a good thing, and if you do look at the impact of Obamacare, it's required for hospitals. I believe it is extremely positive for our industry and so for us the real drivers are within the industry," he says.

To get a toehold in the health care market, you must understand the culture. "We are responsible for life on the [surgical] table. We are providing that, so it is important to us that our systems work 100 percent of the time flawlessly," says Tony McClain of **AVI-SPL**, which has 13 years in the health care field and does extensive integration with hospital devices. "AVI-SPL has a very dedicated service group here in Dallas, although we have a national service desk, who literally fly every day to a job site. If there is a problem in any one of our systems, we are there within 24 hours with a service technician ready to fix that problem."

Did someone say "support?" The concept resonates with each of our top-five integrators. "We've provided turnaround in an hour and at the worst case is 24 hours," says David Lee, president of **WORLDVISION**. "I have personally swapped out TVs at night because a patient was there with their family just to make things

easier for them, the hospital's customer. Customer service is absolutely essential and all our policies are about that."

That type of commitment to "round-the-clock" support requires personnel at the ready — knowledgeable personnel. "You have two things. One is you need very knowledgeable people on the most advanced systems. Most of the types of systems that are going to go in involve [cutting-edge technologies] like videoconferencing, streaming technology, digital media," says Scott Birdsall, CEO of **COMPVIEW**. "The second thing is these are very complex things to interface with your client. You have very educated medical clients but they are not very educated on audiovisual, so you need the type of people that can assist in educating them, assist in having them understand how this would be implemented and how they would interact with the technology."

The best plan for support begins with a conversation with any potential client, but at a first meeting you should lead with another metric. According to Jim Hatcher, CTO of **HUMAN CIRCUIT**, you start with the warm and fuzzy words "quick ROI."

"We are very ROI-driven," Hatcher says. "An integrator has got to know the business behind what they are installing. That's the best way to approach any client, for that matter, but specifically with health care is that [the integrator needs] to understand the business around the health care and what the end result is and why the client needs what they need."

You can't just go in there and sell a box or a pre-canned solution, Hatcher says. **CI**



THE TOP FIVE

THE TOP FIVE	No. of Locations	No. of Employees	Years in Business	Total Commercial Integration Revenue 2012	Revenue Under Contract Percentage	Number of 2012 Installs	PERCENTAGE OF REVENUE* DERIVED FROM												
							Corporate	K-12	Higher Ed	Health Care	Hotels	Restaurants/ Bars	HOW	Government	Retail	Large Venues	Museums	Transportation	
AVI-SPL avispl.com HQ: TAMPA, FLA.	40	1,600	34	\$529.8M	16%	6,662	40%	6%	8%	6%	2%	3%	2%	7%	3%	9%	2%	5%	
CompView compview.com HQ: BEAVERTON, ORE.	8	130	26	\$49M	5%	3000	56%	5%	25%	8%	-	-	1%	3%	-	4%	-	1%	
Human Circuit humancircuit.biz HQ: GAITHERSBURG, MD.	1	37	48	\$20M	7%	57	40%	-	-	30%	-	-	-	29%	-	-	1%	-	
iVideo Technologies LLC ivideo.com HQ: STRONGSVILLE, OHIO	3	25	45	\$8.3M	5%	150	15%	5%	20%	30%	-	-	5%	15%	-	10%	-	-	
Worldvision worldvisionhome.com HQ: COLUMBIA, S.C.	1	5	17	\$733,818	10%	37	10%	-	-	70%	5%	5%	5%	5%	-	-	-	-	

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