

## Case Study:

# Helping Hands Initiative Incorporated

Julianna Farella, President

In the two years since Helping Hands Initiative Incorporated was founded, countless individuals with special needs have benefited from the organization. Julianna Farella, President of Helping Hands Initiative, has played a large role in the people's lives she touches. Julianna and her team travel around the New York City area helping disabled people obtain services and assistance needed to become as independent as possible in society.

Since their work is dispersed throughout the state of New York, communicating with clients

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by means of conferencing is essential. The staff at Helping Hands Initiative often meet a client, a

Medicare representative, and a medical equipment service provider on a call to discuss options for a client. Julianna started implementing audio conferencing through her telephone provider two years ago but found it very unreliable and costly.

With ReadyTalk, Julianna explains how the service is much clearer than using traditional three-way calling. She adds that ReadyTalk "is a lot more convenient and a lot more cost effective...I would rather use it on an as-needed basis as opposed to...pay[ing] for it constantly even when I don't use it."

Fortunately, ReadyTalk allows Julianna the

convenience of only paying for the minutes she uses thanks to ReadyTalk's "pay-per-use" pricing option.

As Helping Hands Initiative grows in popularity and customer base, the organization is ready to begin implementing web conferencing along with their audio usage. Julianna hopes to conduct awareness classes, therapy sessions and disability seminars over the web using ReadyTalk's easy and interactive web interface. With ReadyTalk as their partner, Helping Hands Initiative is bound to be successful in any new endeavor they undertake.



<http://www.helpinghandsinitiative.org>