

Price Telecommunications Restores Roswell Veterinary Associates After Devastating Lightning Strike

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WOODSTOCK, GA - August 25, 2025 -
Local IT Experts Restore Veterinary Practice After Lightning Strike Disables Entire Operation

Roswell Veterinary Associates (RVA.vet) is a trusted, full-service animal hospital in Roswell, Georgia, dedicated to delivering exceptional veterinary care with a personal touch.

When a lightning strike brought Roswell Veterinary Associates to a sudden halt, taking out phones, internet, and critical systems, Price Telecommunications in Woodstock, Ga responded with an emergency on-site restoration that brought the animal hospital back online in just one day.

The unexpected disaster caused widespread damage to the veterinary clinic?s IT infrastructure, including a non-functioning Comcast modem, a misconfigured Cradlepoint device, a dead firewall, failed network switches, offline Wi-Fi access points, and a server unable to load the practice database. Even clinic phones and printers were rendered useless, leaving the veterinary team unable to communicate with clients or

access pet records.

?This was a true emergency,? said Dr. Jen Trujillo, Medical Director at Roswell Veterinary Associates. ?We walked in and nothing worked. We were completely shut down.?

Price Telecommunications immediately dispatched a team of IT specialists to assess the damage and begin the recovery process. The IT support team restored internet access by diagnosing the modem failure, coordinating with Comcast for immediate replacement, and reconfiguring the Cradlepoint device to restore proper connectivity for the vet clinic.

They rebuilt the network from the ground up, installing a new firewall, replacing damaged switches, and eliminating conflicting subnets. Wireless access across the veterinary clinic was restored by replacing failed access points and cloning the previous Wi-Fi network credentials to allow seamless reconnection. The server database was brought back online, ensuring that all workstations at the animal hospital could access the practice management software. Additionally, the team reinstalled all printers and repaired the Polycom phone system, reestablishing internal staff and client communication.

By the end of the day, Roswell Veterinary Associates was fully operational and able to continue providing compassionate, expert veterinary care and a range of services from preventive care and dental cleanings to surgery, without further interruption. They now benefit from a stronger, more secure IT environment designed to prevent future disruptions, as well as customary white-glove IT support from Price Telecommunications.

?Price Telecommunications worked tirelessly to bring us back online,? said Dr. Trujillo. ?They saved us from further financial losses and built a stronger, more reliable system than we had before. Their responsiveness and expertise were invaluable.?

This real-life recovery story highlights Price Telecommunications? commitment to fast, high-touch IT support when businesses need it most.

Based in Georgia, Price Telecommunications provides IT services, business phone solutions, IT support, and network infrastructure services to organizations across the U.S. Specializing in fast response, secure network infrastructure, and cloud communications, PriceTel is the trusted partner for companies that depend on reliable technology to operate and grow.

With decades of expertise, the company delivers customized technology solutions that help businesses of all sizes stay connected, secure, and efficient.

About Roswell Veterinary Associates

Roswell Veterinary Associates is a full-service animal hospital serving pets and their families in Roswell, Georgia, and surrounding communities. With a compassionate team of experienced veterinarians and staff, RVA provides comprehensive care including preventive medicine, dental services, surgery, grooming, and customized wellness plans.

Dedicated to improving the health and quality of life of every pet, Roswell Veterinary Associates combines advanced medical technology with a warm, family-centered approach to veterinary care.

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Price Telecommunications

Price Telecommunications provides VoIP, IT support, and network solutions for businesses across the U.S. Trusted for reliable service and innovation, PriceTel helps companies stay connected, secure, and efficient.

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