How a Practice Management Company Achieved a Competitive Edge and Grew by 86%

HEALTHASSOCIATES
I N C O R P O R A T E D

Case Study Summary

As a service provider to healthcare practices, Health Associates, Inc. must continuously keep abreast of the latest patient privacy government regulations. The company required a secure environment for its clients and a scalable system to easily expand to new markets.

The Challenge: Data security and centralization of company data

As a service provider to healthcare practices in five states, Health Associates, Inc. must continuously keep abreast of the latest patient privacy government regulations, and structure its own recordkeeping system to create a secure environment for its clients. Maintaining data security and integrity is a decisive factor for its clients and prospects. The company's decentralized computer system did not allow seamless transfer of data - preventing expansion to new markets.

The Goal: Keep data secure while expanding to new markets

HAI needed to stabilize its work environment in order to make patient data readily accessible – from inside or outside the office. As the industry moved to digitize patient records the new IT system would have to be fully-compliant with the legislative regulations. In addition, CEO Ken Klingensmith looked to streamline the client proposal process by eliminating much of the time spent ensuring patient privacy confidentiality.

The Result: Accountable systems and 86% growth

Soon after partnering with IsUtility®, Health Associate's IT issues were virtually eliminated. IsUtility®'s HIPAA-compliant IT solution enables the company to securely transfer confidential patient information between employee, physicians and insurance agencies.

Important medical documents are recorded and transmitted electronically so employees can account for all data. Workstations are networked and kept up-to-date with the latest technology to better equip employees to process claims and billings - ensuring a more consistent and productive work environment. IsUtility®s remote access capabilities has allowed Health Associates to seamlessly increased its presence into several new markets across the country, and has grown by 86% while drastically reducing overhead technology and personnel costs.

> *I've won business over competing firms because of where IsUtility® puts me in the technology world. It has allowed me to focus on something other than systems and information technology.*
>
> **- Ken Klingensmith, CEO, Health Associates, Inc.**

The Challenge

▶ Proposals for new business involved extensive documentation of the network, hampering the progress of RFP preparations

▶ Server downtime delayed the process and exchange of critical healthcare data.

▶ Expansion opportunities were limited by outdated, non-scalable technology

▶ Decentralized IT network resulted in lost documents and facsimiles

The Results

▶ By transferring its files to IsUtility®'s HIPAA-compliant system, RFP's are composed more securely and efficiently.

▶ IsUtility®'s compliant systems and disaster recovery methodologies allay concerns relating to integrity and stability issues.

▶ Consistently updated technology and a synchronized work environment allow HAI to foster customer relationships and enhance its service offerings while maintaining a more predictable and cost-effective IT budget.

▶ Expansion into new markets attributed to IsUtility®'s inherent mobile capabilities

IsUtility®
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