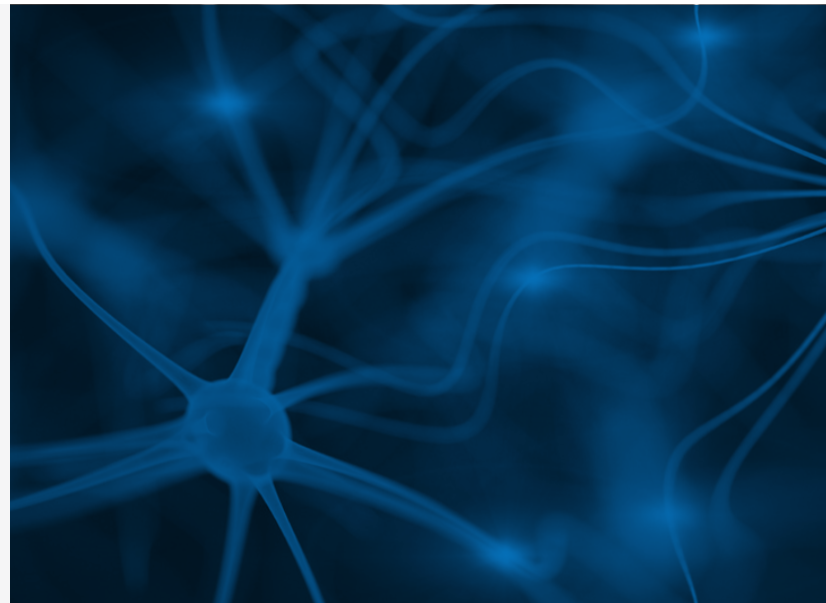


# HEALTHCARE

## CORESITE'S SOLUTION

*When change was thrust upon them, the company was able to skip a lateral data center move and upgrade completely. CoreSite provides the modern, state-of-the-art facilities the company forecasted as the next logical step in their evolution.*



HEALTHCARE

### HEALTHCARE CASE STUDY AT A GLANCE

#### Challenge

- Upgrade and modernize entire IT environment
- Securely store and manage sensitive data to maintain HIPAA and other compliance requirements
- Guarantee 100% uptime to enable delivery and management of critical services to patients with complex medical needs
- Scale to meet redundancy needs and projected business growth

#### Solution

The healthcare documentation software provider is using CoreSite's cage colocation, cross connects, blended IP connections, and office space to create a redundant, resilient, and scalable IT infrastructure with multiple layers of security and next-gen hardware.

#### Results

- Earned greater confidence in meeting and maintaining critical HIPAA and other industry compliance standards
- Strengthened customer relationships and revenue streams through guarantees of top-level security, 100% uptime, and 24x7x365 data availability
- Achieved the modern IT upgrade necessary to enhance value
- Laid important groundwork to move into additional data facilities in other regions

# FULL UPGRADE OF IT ENVIRONMENT AND SECURITY



*Navigating the interlocking, highly sensitive world of patient care and sensitive healthcare information requires a true partnership between data center and customer. With CoreSite, the SaaS company found a team who could deliver professionalism, efficiency, and customer service on all fronts while fulfilling the company's industry requirements.*

## THE CHALLENGE

### Complex needs require robust services

Healthcare is big business and a complex one, at that. As healthcare providers become increasingly reliant on data to treat their patients, they need to know that patient records are safe, secure, and easily accessible. And when those patients have complex, long-term medical needs, on-demand access to patient information becomes even more critical because of the additional challenges of managing their care.

That's why for nearly 15 years, one East coast-based healthcare company has provided long-term care (LTC) facilities across the country with a comprehensive web-based electronic documentation platform for managing patient habilitation plans, billing, and resource planning from a single source.

However, storing that amount of information and coordinating programs across assisted living care facilities, and the families and patients themselves, requires an infrastructure free of hiccups and outages. To meet its ultimate mission, the company needed to know its patient records and staff notes would be available when and where they were needed.

It also had to know that its core infrastructure was secure, both to comply with HIPAA regulations and to protect the sensitive information of its customers' patients, leading company executives to conclude it was time to find a new data center partner capable of supporting such stringent—and evolving—business demands.

## A FRESH APPROACH TO DATA MANAGEMENT AND INFRASTRUCTURE

The company had previously used an East-coast data center to house and manage its IT infrastructure. But the provider announced the location was closing down, giving the healthcare platform company an opportunity to upgrade its data center environment and refresh its entire IT approach.

On the hunt for a new home, the company knew it needed a more modern data center featuring enhanced physical and data security measures, sufficient infrastructure to support high-density environments, and the ability to scale rapidly as the business grew—all while guaranteeing uptime to avoid outages they'd experienced in the past.

Since the software platform is the lifeblood of their customers—and, by extension, the patients served—the company is fully dependent on their data center to keep equipment up and running 100 percent of the time. Without those guarantees and the assurance of data safety, the company almost assuredly would lose the trust and business of key customers—and a chunk of revenue along with it.

But the effort wasn't just about trading one data center for another. The company is steadily growing and needed a data center partner that could provide an array of secondary site choices to build a legitimate disaster recovery (DR) plan with the ability to failover to a data center in a distant location.

The expanded footprint could also serve to boost the company's perception as being

larger than it is—an important element to its sales and marketing positioning—enabling the software provider to claim a presence in new markets, as well as providing additional capacity to expand operations as needed.

## THE SOLUTION

### Earning trust through security and uptime

Data center options along the East coast are plentiful and after some shopping, the company chose CoreSite cage colocation in New York and Virginia to build a resilient, redundant, and HIPAA-compliant network to power its business.

The company selected CoreSite over competing options because of CoreSite's uptime guarantees, multiple layers of physical security, and ongoing controls to meet stringent regulatory requirements—essential for an organization handling such sensitive private data. Specifically, CoreSite enables the firm to maintain compliance with HIPAA and other health industry standards through continuous examinations of the data center space by an independent licensed CPA firm, accredited by ANS-ASQ National Accreditation Board (ANAB) and the United Kingdom Accreditation Services (UKAS).

From an operational perspective, the company can achieve greater scale and flexibility with CoreSite's easily configurable cages to effortlessly add capacity and physical infrastructure, while leveraging fiber cross connects and 100 mpbs blended IP connections for a low-latency, high-performance network spanning multiple locations.

More importantly, CoreSite is renowned for its security capabilities, an essential component of the company's colocation

plan. Along with reinforced perimeter fencing and securely gated parking lots, CoreSite facilities feature mantraps at every one-way entrance, along with around-the-clock in-house security to ensure no unauthorized visitors enter the premises without advanced warning.

The healthcare firm placed a premium on security given the nature of its business and requested additional security measures in its space. Fortunately, CoreSite's facilities offer an array of enhanced security measures for maximum flexibility and customized protection. In addition to the standard security protocols the company requested card key scanners on cage doors, biometric scanner, and extra security cameras for maximum protection.

Even better, the company knows CoreSite provides the same caliber of facilities, services, and support across its national footprint to enable data center tenants to increase their operational capacity without losing security or functionality.

Additionally, CoreSite's private, well-appointed office spaces and conference rooms allow the company's IT team and other departments to work on-site whenever they want to. Meanwhile, the company can also employ CoreSite's remote hands capabilities rapidly provision cross connects to new customers and partners, unburdening the firm's IT team to pursue other, higher-value activities.

## CUSTOMER EXPERIENCE AND BENEFITS

### A worry-free transition into a new home

Navigating the interlocking, highly sensitive world of patient care and healthcare information requires a true partnership

between data center and customer. With CoreSite, the healthcare platform provider found a data center team staffed by experienced industry professionals capable of handling unique requirements, overcoming each unique challenge, and delivering white-glove service few other providers could match.

CoreSite's expert staff helped to ensure that migrating from the old data center was a straightforward, painless process. With a dedicated project team leading the way, the company enjoyed a smooth onboarding process, even under strict timelines. More importantly, the move to a hyper-secure facility came without any worry over weather events, equipment failures, and other outages that frequently plague such transitions.

With its operations safely relocated to its new home and in the capable hands of industry professionals, company leaders could breathe a sigh of relief. With CoreSite's track record of infrastructure availability, security, and on-demand remote hands services, the company's entire staff could focus on higher value business strategies and less on the daily management of its infrastructure.

Looking ahead, the company plans to move into a third CoreSite facility to house additional equipment and cloud backup via CoreSite's Amazon Web Services (AWS) Direct Connect to reinforce security, bring additional value to their customers, and help LTC facilities provide continually excellent care for patients with long-term, complex medical needs.