EFFORTLESS

CASE STUDIES

PHYSICIANS DATATRUST

Physicians DataTrust is a multi-office, midsized company which specializes in managing Independent Physician Associations (IPAs) with both commercial and senior managed care (HMO) patients. Their unique administrative infrastructure is built on more than 100 years of collective experience in the managed care industry, cutting edge technology, and tenured staff. They believe in the philosophy that utilizing the best available approaches to managed care ensures compliance, integrity, and success for independent physicians in the complex business environment of health care

COMPANY PROFILE

PROBLEM
With additional offices coming online and staff joining the company, it was a daily challenge to keep up with the level of IT support that was needed to keep everyone running smoothly. In a matrixed organization like Physicians DataTrust, the cost of maintaining smooth IT-Operations for each staff member, was significant. From attaining the needed applications for the business, maintaining and updating those applications and host servers, and facilitating the needs of user set up and business security, the needs were complex and costly. Physicians DataTrust was leveraging secure FTP sites to manage their work and resources and it didn't lend itself to accommodate dynamic changes that were arising within the organization. The helpdesk was filled with incomplete work requests and long wait times all which reduced productivity.Executives had little way of knowing the offsite employees were working, making the need to execute critical business decisions impossible. Without a centralized hub for work collaboration there was no easy way for teams to resolve communication problems, share documents, and status work while keeping other team members informed. As the landscape for healthcare data is consistently threatened, and HIPAA and other regulations become stronger, the need for advanced cyber security continually grows.

SOLUTION
A centralized HIPPA compliant could-based desktop that virtualized the servers, applications, and each user's desktop. Advanced security with Effortless Defense. Secure sending and receiving of emails with Effortless Encrypt. Remotely managed Effortless Wi-Fi in each office.

PROJECT DURATION
Two weeks for the ClearSky Environment migration into the Effortless Suite of Cloud Solutions.

WHAT PEOPLE ARE SAYING.

Physicians DataTrust has produced stability and security where we normal-
ly encounter volatility in the managed care industry

- Victor Dalforno, MD, Greater Tri Cities IPA, President

THE CHALLENGE

VAST COMPANY GROWTH
Being able to log in to the company's applications from any location or device allows managers and staff to spend more time working with clients. That, and everything is applied to all the company's users globally, not one at a time.

VAST COMPANY GROWTH
With additional offices coming online and staff joining the company, it was a daily challenge to keep up with the level of IT support that was needed to keep everyone running smoothly.

EXCESSIVE COSTS
In a matrixed organization like Physicians DataTrust, the cost of maintaining smooth IT-Operations for each staff member, was significant. From attaining the needed applications for the business, maintaining and updating those applications and host servers, and facilitating the needs of user set up and business security, the needs were complex and costly.

NO WAY TO ACCOMMODATE CHANGE
Physicians DataTrust was leveraging secure FTP sites to manage their work and resources and it didn't lend itself to accommodate dynamic changes that were arising within the organization.

LONG WAIT TIMES AND UNDONE WORK
The helpdesk was filled with incomplete work requests and long wait times all which reduced productivity.

LACK OF VISIBILITY OF COMPANY PRODUCTIVITY
Executives had little way of knowing the offsite employees were working, making the need to execute critical business decisions impossible.

LACK OF CENTRALIZED LOCATION FOR WORK COLLABORATION
Without a centralized hub for work collaboration there was no easy way for teams to resolve communication problems, share documents, and status work while keeping other team members informed.

BURGEONING THREATS TO DATA PRIVACY AND PROTECTED HEALTH INFORMATION (PHI)
As the landscape for healthcare data is consistently threatened, and HIPAA and other regulations become stronger, the need for advanced cyber security continually grows.

THE SOLUTION

LEVERAGE
Effortless Office's complete desktop solution to test users in the organization.

TEST
The Effortless Desktops, with reduced upfront costs and risks, to prove the solution.

MIGRATE
Once the solution was proven, the servers, applications, and data were all migrated to a private cloud environment using the ClearSky Environment migration technology from Effortless.

REDUCE
Greatly reduce the IT Support burden from staff and vendors freeing up their time for business advancing projects.

DEPLOY
Effortless Office for all end users and ensure the proper training is in place to maximize user adoption and experience with the platform.

THE RESULTS

NEED FOR STORAGE
Effortless Desktops™ provide Physicians DataTrust vast amounts of secure, HIPAA, PCI and SSAE16-compliant storage, with additional always available; therefore, as the growing company scales up, so does its capacity for state-of-the art storage.

BETTER VISIBILITY ACROSS ALL PROJECTS
Having one repository for all information allows all team members and stakeholders the ability to access the data they need to make well informed business decisions. Executives are also able to monitor offsite employees work patterns.

IMPROVED COMMUNICATION, COLLABORATION AND WORK AWARENESS
Effortless Office provides the centralized hub needed to communicate, share documents and keep team members informed, and they no longer need to rely on secure FTP sites to host our data.

IMPROVED RESOURCE ALLOCATION
Physicians DataTrust now has a friendly and competent support team on call 24/7. Also, each user is on the same versions of each application and costs of updating are included with the easy to predict monthly Effortless billing.

THE RESULTS CONT.

DECREASED SLA WAIT TIMES
With the staff at Effortless on call Physicians DataTrust is able work hand-in-hand with a team of professionals standing by. At a moment's notice, the Effortless crew can set up or disable a user account to be active on any device they choose (no more wait times for complex computer imaging) and they can remote into the desktops to solve even the most complex of IT issues.

After the first few weeks, the open helpdesk tickets dropped from 75+ tickets to an average of only two open tickets per day.

SAFER AND LESS EXPENSIVE EQUIPMENT
Effortless Zero Clients™ are now purchased rather than fully functional PCs which saves money and increases security as data is no longer stored locally.

ENHANCED REMOTE LOGIN AND DATA ACCESS
Select staff members can access their Effortless Desktops from any device at no extra charge. This enables Physician DataTrust's executives to work from anywhere with the same capacity they would have in the office.

ACROSS THE BOARD UPDATES, CHANGES & BACKUPS
When settings or updates to the company's systems, applications, and data are made, they are applied globally – saving time and reducing confusion. In addition, Physicians DataTrust's data is backed up in several ways multiple times daily without anyone in the company even having to think about it - talk about peace of mind!

ADVANCED SECURITY
Physicians DataTrust makes use of Effortless Defense™ which provides zero-day vulnerability and advanced protection. This goes vastly beyond normal firewall, spam, and antivirus capabilities and makes use of sandbox-based detection techniques, and behavioral engine with machine learning. In addition, the Effortless Encrypt™ allows emails to be sent with industry leading encryption methods without the senders having to do anything. These additional security measures fulfill the HIPAA and data privacy goals the MSO has for defense against cyber-threats and protection of patient's valuable Protected Health Information (PHI).

THE NUMBERS

$51,727 SAVED!

That's an expense decrease of 28% from 2013 to 2014 after the Effortless Switch.

28%
SAVINGS

90%
VERY
SATISFIED

100%
SAME OS &
SOFTWARE

FROM THE CEO.

"The two significant saving avenues switching to Effortless' platform creates are time and money. Our total IT costs for 2013 went from $181K to $130K, saving us over $51K annually. I like these numbers!"