



INDUSTRY

Retail Pharmacy / Healthcare

PRODUCTS

VMware Private Cloud
HIPAA Compliant Hosting
Secure Server Plus
Acronis Cyber Backup
Hardware Firewall
DDoS Protection
Vulnerability Scanning

PAIN POINTS

With a non-HIPAA Compliant Hosting service, this Specialist Pharmacy was unable to use web forms to fill prescriptions. Handling refills via mail was time-consuming and tedious, generating long wait times for patients. With their current host, support and site performance were not optimal, and they needed more security.

HOW LIQUID WEB HELPED

Liquid Web was able to provide better patient outcomes through HIPAA Compliant Hosting and VMware Private Cloud. With online refills via their site, hundreds of hours were saved by staff, who could now focus on more ways to serve the patients. With a more robust infrastructure, this Specialist Pharmacy was able to create more convenient and efficient offerings.



"3 Weeks More Quickly to Market With Life-Saving Medication and Support..." - Specialist Pharmacy Case Study

Ten years ago, several pharmacists recognized the urgent need for innovations in the specialty pharmacy arena. Their mission was simple: seamlessly and quickly deliver life-sustaining medicine and drugs to patients who need them.

With patients of rare illnesses depending upon them for medication, it was essential for this Specialist Pharmacy to move to secure and affordable HIPAA Compliant Hosting with exceptional support. Liquid Web offered exactly this—at a much better cost and with far greater support than any of its competitors.

"We Needed Something Better."

Patients are the number one focus at this Specialist Pharmacy. "Many of the drugs we dispense can't be found at local pharmacies," says the company's Director of IT Innovation.

Initially, the company operated from a website with no option for patient information to be submitted online. Instead, patients were sent forms by mail and needed to sign and return them, a process that could take weeks.

"We knew we wanted to expand, give patients the convenience of filling out forms online, and be able to request refills online," they said. "To do this, we needed a HIPAA compliant solution. We needed something better."

Highly-Performant, Secure, and Compliant Infrastructure

Because of the importance of their patient-focused mission, this Specialist Pharmacy needed a hosting partner they could trust. Therefore, when choosing their new web host, they needed:

- **Affordable HIPAA Compliant Hosting**, which would allow them to use online forms for electronic private health information for quicker medication fills and better patient outcomes.
- **Additional security add-ons** available such as DDoS (Distributed-Denial-of-Service) Protection to keep patient information secure and systems online.
- **Outstanding, dependable support** that could address issues quickly and help with configuration and vulnerability issues.

"Liquid Web was by far the least expensive of the HIPAA Compliant Hosting companies I researched, which was our initial attraction."

"It turned out that, although Liquid Web had the least expensive price of the hosting companies we considered, they have the most knowledgeable team of support members we've ever used."



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Having worked with half a dozen hosting companies, including HostGator and GoDaddy, we felt that the support, response, and professionalism from Liquid Web was above them all.

- Director of IT Innovation

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Serving Patients with Liquid Web

Partnering with Liquid Web allowed this Specialist Pharmacy to become agile and efficient, better meeting their patients' needs.

Better, Faster Patient Care: Using Liquid Web's HIPAA Compliant Dedicated Servers and VMware Private Cloud, this Specialist Pharmacy could access patient forms via their website, allowing them to get patients' information in a matter of hours, rather than weeks spent waiting for documents via mail.

"Thanks to Liquid Web, we can engage with the patients more quickly and get them their medicine more quickly," says the company's Director of IT Innovations. "It has helped the health of these patients, getting them the drugs they need, sometimes up to three weeks more quickly than we were able to in the past."

Convenience for Patients Who Need it Most: Partnering with Liquid Web to ensure security and HIPAA compliance, this Specialist Pharmacy was also able to implement web-based rapid refills. This addition received 99% positive reviews from patients and now processes hundreds of refills a month.

"Having built-in automation on the backend with assistance from Liquid Web, and knowing we have the robust security Liquid Web provides, we're able to create convenient and efficient offerings that benefit our patients. There is so much more we can do for our patients with HIPAA compliance and security measures in place," they said.

Internal Efficiency: Working with Liquid Web to make their patients' lives more convenient has also made this Specialist Pharmacy more efficient as a company, with hundreds of hours per year saved due to the new online refill process. Freeing up this time has allowed them to devote further attention to ways they can serve patients.

Liquid Web's Impact

The company says that Liquid Web's exceptional support is one of the most significant benefits of the partnership. Because this Specialist Pharmacy handles sensitive medical information, knowing that Liquid Web is a leader in compliance, security, and support offers them peace of mind.

"Anytime we call Liquid Web with a question—and we probably call a few times a week—there is always someone knowledgeable to answer our question. Our web team has been extremely impressed by Liquid Web's level of support."

A Patient-Focused Partnership

For such a mission-critical company, having a hosting partner they could trust was imperative for this Specialist Pharmacy. It's a partnership they're proud of, ultimately increasing their efficiency, internal time-savings, security, and cost-effectiveness, which in the end, provided better patient outcomes.

"We consider Liquid Web a true partner. It would be really difficult to do what we do without them. We try to be as innovative as possible, and Liquid Web has been a wonderful partner in our mission to get patients what they need."

ABOUT LIQUID WEB

Liquid Web powers content, commerce, and potential for SMB entrepreneurs and the designers, developers, and digital agencies who create for them. An industry leader in managed hosting and cloud services, Liquid Web is known for its high-performance services and exceptional customer support.



liquidweb.com

800-580-4985