

ITelagen

With the rapid transition from paper to EHR, the enterprise-grade healthcare IT services provided by ITelagen are invaluable.



One-stop Shop

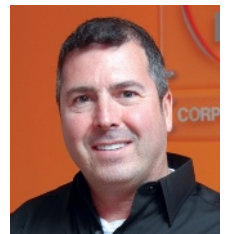
Jokes about physicians' illegible handwriting on prescriptions used to be commonplace. But as electronic health records (EHR) are mandated for adoption, medical practices that skipped the IT revolution of the dot-com days suddenly find themselves having to make the jump quickly from paper to enterprise-grade IT systems.

And while they might curse the passing of paper, these offices face difficult decisions when it comes to managing their now complex IT system and knowing how to approach it. Many of them have only recently begun incorporating computers and technology into their operations.

Previously in the ambulatory care market, a medical practice's only computer was being used at the front desk for scheduling. "Medical practices are making the leap from

no technology to an enterprise-grade system," ITelagen founder and CEO John O'Keefe asserts. "They didn't have the luxury of evolution and maturity that other market segments went through as we slowly adopted this technology. What's important to remember about healthcare is that these medical practices, until very recently, were still using pen and paper. As long as they could turn the lights on at their office, they were able to help their patients.

"Our leading competitors are often local IT companies that do not have EHR certification or knowledge, and therefore, they do not have the experience



John O'Keefe,
founder and CEO

www.itelagen.com
HQ Jersey City, N.J.
Services One-stop shop for electronic health records (EHR)



Everything your practice needs for **NextGen® Support**

- NEXTGEN® APPLICATION SUPPORT
- DESKTOP & NETWORK IT SUPPORT
- HOSTING & ADMINISTRATION
- SYSTEM PERFORMANCE & OPTIMIZATION
- TRAINING & IMPLEMENTATION

ITelagen® redefines Healthcare IT for practices utilizing NextGen® Ambulatory EHR...

- **NextGen® Application & IT Support**

ITelagen provides a complete support solution for medical practices that supports the entire staff on the NextGen® application and also secures, supports, and manages your network and staff's desktop computers.

- **EHR Hosting**

ITelagen NextGen EHR Hosting enables medical practices to trust ITelagen with all your NextGen EHR operational needs at the ITelagen data center that operates with 99.99% availability.

- **Performance & Optimization**

ITelagen diagnoses and resolves application and server performance bottlenecks with the NextGen application.

- **NextGen Implementation & Training**

ITelagen customizes the NextGen Ambulatory EHR for your medical practice and to your specific workflow and requirements.



Visit us on the Web at:
www.nextgensupport.com

Contact Us Today:
sales@itelagen.com
(877) 983-2443



needed,” O’Keefe maintains. “Often, the medical practices do not understand the need for an IT partner who is certified in EHR and simply select these local IT companies. This often results in a lack of success in adopting an EHR solution.”

“Sometimes medical practices believe they can maintain compliance with a local IT company that is only Microsoft-certified, which most IT companies are,” O’Keefe asserts. “ITelagen, on the other hand, utilizes a fully redundant, SSAE 16-certified data center that keeps the patient data local in the United States.”

Agile and Personalized

ITelagen often finds itself competing against major hardware companies for hosting clients. “Knowing this, our belief is that being a smaller, agile company with employees based in the U.S. is a much better business model for managing and supporting applications for small medical practices,” O’Keefe maintains.

Banks require strict certification and security for the data centers where they store their financial data. “The same concept needs to apply to healthcare,” O’Keefe maintains. “The Health Insurance Portability and Accountability Act (HIPAA) does not specify a clear set of rules for certification. The act states that companies must take certain measures to ensure the protection of patient data. Therefore, we duplicated measures taken

in the financial industry and maintain the same protection for patient data. The appropriate certifications and credentials are utilized at all of our data centers. We also provide copies of our disaster recovery and backup plans and indicate that the data is replicated among two data centers. It’s a verified methodology which can be documented and proven quickly.” All of which can help a medical organization avoid stiff fines for insufficient protection of medical data.

Selling Service

O’Keefe founded ITelagen in 2005 when he realized he wanted to leave the telecommunications industry, where his expertise was in support automation. “Support automation is really the core underlying technology that powers the service we provide today in the healthcare IT market,” he points out.

In the telecommunications industry, O’Keefe saw automation cutting support calls by up to 50 percent for some of the world’s leading telecom providers.

“My strategy for this business was, rather than build software and try to sell it, we build the software and utilize it to provide excellent service,” he remarks. “We’re a technology-empowered service provider. It makes us better, faster and cheaper, which means we are more efficient and more cost-effective while maintaining a high level of quality in our service.”

BEFORE YOU KNOW THERE'S A PROBLEM

ITelagen offers, hosts and manages EHR applications for its customers and supports their computing platforms, networks and employees. The company provides IT, hosting and certified EHR experts for a flat monthly subscription fee. CEO John O'Keefe says "ITelagen is a one-stop shop for IT and EHR infrastructure for clients that don't want to be billed by the hour.

"We are 100 percent U.S.-based jobs," he maintains. "We utilize support automation technology to be proactive. By being proactive, it allows us to fix problems before they occur." O'Keefe estimates approximately two-thirds of its clients are located on the East Coast and approximately one-third on the West Coast. About 1 percent of the company's customers are in the Caribbean or Midwest.

Many of ITelagen's customers are medical practices or small businesses and organizations with or without IT departments. ITelagen introduces enterprise-grade support through its proprietary support automation software, such as ITAgent, which uses artificial intelligence to identify and solve computer support issues automatically in a user-friendly manner before they occur. Also, the company's ITVision technology enables its technical support specialists – nicknamed "techies" – to manage a medical practice's computers or servers remotely and securely.

Disaster Preparedness

ITelagen's techies were put to the test when Hurricane Sandy blew through New York and New Jersey around Halloween 2012, knocking out power to some areas for more than a month. "If we were out of business for a month, our clients would have been devastated," O'Keefe points out. "The data centers we have are located in western New Jersey, far from the New York City power grid and at a higher elevation. That data center – even the night of Sandy – did not lose power. Subsequently, the business continuity that we're providing is bulletproof."

Remote operation of the business makes uninterrupted service to customers possible. "The support automation enables ITelagen to be autonomous from our office," O'Keefe emphasizes. "On the day of the hurricane, our whole area was out of power. Our building was shut down. Our employees sought a location with power, maybe their homes, and logged into our system and began taking phone calls. I don't think our clients even realized that our office building was shut down or that we were affected by the storm."

The same thing happened in February 2013 when a major snowstorm hit the East Coast. One proactive med-

ical practice migrated their EHR data for four locations to ITelagen's data center a week before the weather emergency. "With the snowstorm, they lost power in their main office where the servers were located," O'Keefe recalls. "They didn't get power back for almost a week. If they had not moved into our data center, all four practices would have been out of business for that time."

Employees' Importance

O'Keefe attributes much of the company's success to its employees. Employee turnover is a real threat in the EHR industry, he says. "Our product is our people, and we try to provide employees with much more than a competitive salary," O'Keefe stresses. "We offer an environment that makes ITelagen a great place to work. We want our employees to enjoy coming to work and proud to be part of the ITelagen team."

Some of the perks include full benefits, flexible work schedules, a casual dress code and a kitchen well-stocked with free beverages and snacks. Because employees with the required experience are so rare, ITelagen invests in training employees and sends them out to specialized EHR training courses. "In some cases, we have over \$30,000 invested in a person before he or she can pick up a phone to provide support," O'Keefe maintains. "We also provide a career path for our employees. We believe that employees are more likely to stay with a company where the future is clear and the understanding of what performance measures and goals must be obtained to move up are communicated from the beginning."

Long-term Business Model

The frequency of EHR adoptions is slowing as the technology penetrates the medical market. "We're one of a few companies that have a model built on long-term relationships with the clients, instead of relying on income from one-time EHR conversions and license sales," O'Keefe declares.

For years, ITelagen has relied on word-of-mouth for its marketing. Now, further expansion is being realized through ITelagen's new direct sales team along with acquisitions of EHR resellers. In 2012, ITelagen completed the acquisition of a large EHR reseller in North Carolina. "We are confident that additional acquisitions of companies providing similar services and applying our approach to managing EHR through technology can improve the level of service being provided to the clients," O'Keefe asserts. +

–Russ Gager