

Using Virtualization to Lower Costs for Healthcare Providers

The economic downturn continues to cause budget turmoil across industries – and the healthcare industry is certainly no exception. At the same time that healthcare providers are dealing with fallout from the poor economy, they are also continuing to struggle with other issues such as rising costs, limited access to capital, soft patient volumes, and the demands of healthcare reform initiatives.

As all of these factors combine to squeeze healthcare margins, industry insiders and analysts agree that one of the top trends driving the healthcare industry over the next few years will be the need to cut costs.

The question now facing hospitals and other healthcare providers is: “How can we do more with less?” As healthcare organizations look for new ways to squeeze out inefficiencies and reduce costs, some of the primary tools they are turning to are new advances in technology.

Virtualization is a hot IT trend that enables organizations to consolidate resources and do more with less expense across a wide variety of applications and industries. Virtualization of information delivery is a fast growing healthcare technology solution trend that provides multiple benefits over traditional information delivery systems. Many healthcare organizations are implementing or exploring virtualization of information delivery as a cost-effective and cost-saving alternative.

How Does Virtualization Save Costs?

Virtualization of information delivery is a powerful technology solution that allows healthcare providers to reduce costs and increase efficiency on several fronts. A well-developed and executed virtualized information delivery system provides multiple cost-saving benefits, such as:

- Consolidating your network to lower total equipment, maintenance, and operating costs
- Providing simplified and centralized management of fax resources and simplified fax server deployment for reduced management expense
- Reducing long-distance costs and eliminating the need to maintain fax ports on your PBX system

Since cost reduction is a major goal of virtualization, total system cost (initial hardware purchase, software, upgrades, support, maintenance) is obviously an important factor to consider when planning your virtualized solution. A cost analysis should include implementation costs as well as ongoing costs, giving you an accurate total cost of ownership (TCO) projection that will help you select the solution with the best value for your organization.

Virtualized Information Delivery from Interbit Data



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NetDelivery from Interbit Data is a virtualized information delivery solution that allows you to lower total equipment, maintenance, and operating costs through network consolidation and fax-over-Internet-protocol (FoIP) virtualization.

This solution enables the secure distribution of reports from your healthcare information system (HCIS) to multiple recipients and locations via fax, encrypted print stream, encrypted file or e-mail. NetDelivery's virtualized solution is integrated with the HCIS' faxing functions, and allows your organization to define whether to send the data as a fax, file, e-mail or directly to a printer.

With virtualized NetDelivery, you will need fewer fax servers to get the same fax capacity, which saves you money on hardware. NetDelivery's virtualized report delivery servers reduce costs even more by giving you efficient, flexible, and high-volume report delivery without having to implement or maintain physical servers. This delivers big savings on infrastructure and energy costs, and allows you to maintain a smaller data center footprint.

In addition, the Interbit Data virtualized NetDelivery FoIP solution uses fax cards and subassemblies that reduce the time it takes to send a fax, making them the lowest-cost fax drivers available. Interbit Data's advanced fax routing feature processes and delivers received faxes which cuts cost when delivering transactional documents to corporate agents. This solution also enables the interpretation of application output, which further reduces cost when sending faxes to individuals.

Find out how you can reduce costs and simplify management with a completely virtualized information delivery solution from Interbit Data. Visit www.interbitdata.com for more information.

“Virtualization is important to our organization because anything that we can virtualize is easier to manage, allows us to keep our cooling and power costs down and decreases space consumption. By virtualizing our faxing service with NetDelivery, we not only achieved these goals, but we got away from using a dedicated piece of hardware for faxing, which is important to us.”

Andrew Van Campen, Director of IT, Phelps Memorial Health Center

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