

Reducing Cost, Complexity and Achieving Compliance for Healthcare Providers



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Nowhere does the mandate to do more with less come into more stark focus than in Healthcare IT. With lives on the line and technology becoming an ever-increasing part of how providers deliver care, IT organizations are faced with improving access and availability to critical systems while reducing the overall cost to deliver these services to patients, doctors, nurses and other healthcare professionals. Add on to this the compliance requirements of HIPAA and the opportunities presented by the HITECH Act and it's easy to see how understaffed hospitals struggle to secure patient information while at the same time transform the way they store, transmit and access critical patient data.

This backdrop provides ample opportunity for both healthcare focused solution providers, as well as those specializing in email and storage infrastructure to capture services and recurring revenue through cloud based solutions to help healthcare providers meet these challenges.



Impact for Healthcare Providers

As healthcare providers look to transition into an age of electronic medical records, digitization becomes not only a way of improving care, but also an imperative for bringing down the cost of delivering care. The HITECH ACT provides for funding for a wide variety of initiatives to accelerate this transition for healthcare providers. But like any government mandate, it comes with a price. This price is compliance. As dictated by HITECH Meaningful Use Stage 2 Core Objectives, in order to maintain funding for EHR/EMR initiatives, healthcare providers must be able to prove that they can, “use secure messaging to communicate with patients on relevant health information”. This makes the funding, which providers receive to digitize and automate the storing and sharing of medical records contingent upon achieving certain goals. In this case, attaining the ability to securely communicate with patients via email and other electronic forms of communication. Providers must work to enable encryption and security with solutions like Mimecast in order to be able to move forward with major EMR/EHR initiatives.

The Mimecast Solution

Mimecast is a cloud-delivered application providing SaaS functionality for archiving, compliance, business continuity and security in Microsoft Exchange environments. Mimecast archiving capability provides a central repository for email, as well as other critical content, so administrators can more easily meet the challenges of compliance and security for critical patient information. For solution providers focused on healthcare this provides an opportunity to assist customers in consolidating disparate point solutions to reduce cost, help them meet important guidelines for the transmittal of patient information, and offer them cloud based mobile email access to their users. For Microsoft solution providers in particular, this means an opportunity to bring unique enterprise capabilities to their customers in healthcare, and build both recurring and project-based services revenue streams.

The Mimecast solution delivers value to healthcare providers in the following key areas:

Cost Containment

Many organizations rely on multiple point solutions to achieve their security, archiving and compliance objectives. In addition, approaches such as PST archiving or no archiving at all can lead to a high cost of storing and accessing old emails and a failure to meet compliance requirements. Add on top of this the labor cost of managing multiple solutions and restoring emails manually and you have a recipe for both inefficiency and high cost. The Mimecast solution consolidates all major email management functions into a single cloud based solution, which is intuitive to manage. University of Tennessee Medical Center for example was able to replace separate point solutions for anti-spam/antivirus, archiving/retrieval and encryption with Mimecast, and gain additional continuity and access benefits through the migration. UT Medical

Center reduced their cost of email management by nearly 60%, reduced the time spent on email management from 40 hours per month to less than 2 hours, and virtually eliminated spam and virus outbreaks which were impacting user productivity.

“At the very beginning there was uncertainty about placing all of our email management offsite. But the feature set won us over. With one services, we could get not only anti-spam and anti-virus, but also archival and retrieval, disaster recover and policy management.”

- Jerry Hook, Manager of Windows Systems, UT Medical Center



Continuity

Healthcare professionals across all categories have come to rely on email to communicate, collaborate, and pass critical patient data. While all email communication is considered important, communication having to do with the coordination of care across doctors or organizations is mission-critical. Continuous access to email is paramount. Both by creating a more stable Exchange environment through better management and by providing mobile access to email even if servers are down, Mimecast delivers a 100% uptime email environment to healthcare professionals. Because Mimecast is a cloud based real-time archiving solution, all email, all the time, is housed in disparate SSAE 16 data centers located offsite from the original email server. This means even in the case of an outage, email is accessible via desktop or mobile devices.

Compliance

Today, providers operate under a dual requirement to both retain patient information and secure it. That puts email at the center of the compliance challenge. The Mimecast centralized repository allows administrators to apply policies for retention and access across the entire user base easily from a single console. In our litigious society where malpractice insurance and claims are skyrocketing, providers must be able to retrieve emails quickly and apply legal holds through contextual searches and provide security to confidential content. Responding to a request for email in a timely manner may make the difference between exoneration and a costly settlement.

Encryption

There is no more personal data than the data collected by a healthcare provider. Not only do we relinquish our social security numbers and payment information, but providers then aggregate private information regarding our health and personal lives as part of providing care. Both in transit and at rest, this data must be protected. Not only is this a prudent idea for any organization - it is also a mandate for healthcare providers. Healthcare providers are subject to similar regulations regarding the public disclosure of any data breach impacting over 500 individuals, as well as the requirement to securely transmit data. This requires encryption. Fines for breaches and non-compliance can be devastating particularly for small regional providers. To ensure providers do not end up listed on the "Wall of Shame" for security breaches, as provided for in section 13401 (e) (4) of the HITECH Act, Mimecast automatically encrypts emails based on administrative settings so organizations no longer have to worry if critical patient information is being passed securely.

"In the past, we'd relied predominantly on users to know when and how to encrypt. Our attorneys urged us to implement a solution that would encrypt messages automatically when it was required to ensure HIPAA and PCI Compliance."

- Dave Patterson, CIO, Memorial Hospital of Converse County

Profitable Solutions and Services Accelerating Healthcare Practices

A focus on healthcare providers with Mimecast yields both recurring revenue streams and project revenue in the form of consulting. In addition, Mimecast expands the solution providers' leverage to drive other solutions across the Microsoft stack.

Consulting

Compliance with HIPAA and conformance with Meaningful Use Stage 2 Objectives can be a daunting task. This represents an opportunity for solution providers to fill the gap with policy and process recommendations to allow providers to achieve compliance. Solution providers can leverage Mimecast technology and their

own vertical expertise to develop both upfront consulting as well as deployment and process development services to assist customers in defining exposures, setting policies and configuring solutions. These services are not only limited to helping providers lock down patient information or conforming to regulations. They extend to helping both large practices and



providers harness the benefits of mobile email access for their employees through defining the relevant use cases where healthcare professionals can take advantage of mobile access through the Mimecast central archive.

Cloud Recurring Revenue

Cloud based solutions are a win for both budget conscience healthcare providers looking to stabilize or reduce costs and for solution providers seeking to establish recurring revenue streams. The built-in availability benefits of cloud-based services also mean users are never without access to email even during an interruption to data center services. These benefits are compelling and allow solution providers to augment existing cloud service revenue with Mimecast or gain incremental recurring revenue contracts as users embrace these benefits. Cloud-based services for email continuity and

security are an easy step for the experienced cloud customer or for those testing the waters of cloud for the first time. Recurring cloud revenue translates directly into improved bottom-line results and better cash flow for the solution provider.

Microsoft

Upwards of 90% of Healthcare providers use Microsoft Exchange. This means that there are somewhere between 14-22M Microsoft email users in the Healthcare industry. Mimecast can be the "tip-of-the-spear" offering for a variety of solutions and services for Microsoft solution providers. As part of the overall Microsoft practice, solution providers can leverage discussions around cloud-based archiving into opportunities with Office 365, and complimentary solutions for user access such as SharePoint and cloud-based storage.

SaaS with a Face

As Healthcare becomes a larger part of the overall opportunity for solution providers, Mimecast is committed to building a channel program, which meets their needs and helps create opportunity and profit. Many cloud service providers entered the market three to five years ago, believing that cloud computing would disintermediate the channel and users would work directly with cloud providers. Due in part to the complex regulatory challenges faced by providers, Healthcare IT organizations of all sizes have continued to rely on solution providers for advice and services. Not only did Mimecast bet that the channel would continue in this role as trusted adviser, but Mimecast took the lead in developing a channel-centric model, and built a program to help solution providers accelerate revenue. Differentiated from other cloud providers, the Mimecast program provides the type of support and benefits common to traditional hardware and software vendor programs. This is rare for "software-as-a-service" providers, most of whom provide self-service support to both partners and end users.

For Mimecast, this leadership means innovating both in program benefits and contract terms to make partnership with Mimecast both compelling and profitable. Some highlights of the Mimecast program are:

Joint Selling and Marketing

Mimecast partners enjoy access to a dedicated inside sales team that works jointly with them on deals and actively cultivates new leads for channel partners. Solution providers also can leverage MDF funds earned for additional marketing and inside sales activities.

Deal and Margin Protection

Mimecast offers not only a deal registration program but it is unique in the SaaS space by offering

margin protection on renewal contracts. Partners trying to capture renewal deals from the solution provider who currently holds the contract will find themselves at a disadvantage due to capped discounts. In this way, Mimecast increases the lifetime customer value of every contract for the partner, leading to highly profitable long-term recurring revenue streams. This also rewards partners who make long-term investments in their Mimecast partnership.



Mimecast: Delivering Profit Opportunity for Healthcare Solution Providers

Solution providers today must grapple not only with their own growth and business transition but also the evolving needs of IT departments struggling with the cost of email management and the issues posed by compliance and security. Partnerships must enhance the ability of both the solution provider and the end-user to meet these challenges. Mimecast offers both the ability to grow a new revenue stream in the cloud while enhancing the existing Microsoft business. By partnering with Mimecast in the healthcare space, solution providers gain access to an innovative cloud based solution for many of the core challenges facing healthcare providers today. The combination of superior channel programs and cloud-based technology make Mimecast a compelling partner for Microsoft solution providers seeking to grow their share of revenue in the healthcare industry.