

## CASE STUDY: ENTERPRISE MEDICAL MANAGEMENT (EMM)

### GROWING MEDICAL TECHNOLOGY CONSULTING FIRM TURNS TO SYNETRA FOR SCALABLE STORAGE/SERVER SOLUTIONS

#### Situation

Enterprise Medical Management, Ltd (EMM) has grown from the administrative team for a small multi-specialty group-physician practice to become a full service management, consulting and technology service provider for physician practices. Since the group became an independent entity in 2004, their technology and network support now extends to 200 users throughout the state of Texas.

During this same period of time, there was increased pressure within the healthcare industry – fueled by federal legislation – to convert from traditional paper-based records and insurance processing to a complete paperless, electronic environment. “At the same time we were experiencing our own rapid growth, the IT needs of our standard customer were also growing exponentially,” explained Heather Culbert, CIO and Partner with EMM. “We needed a strong partner to be able to not only assess our current needs, but also have an accurate vision of where medical technology would be going in the next 5 to 10 years. We found that partner in Synetra.”

#### Solution

EMM had an existing relationship with Odessa-based HP Partner Synetra, Inc., one of the leading providers of IT and communications solutions in Texas. When it became clear that EMM required a new solution for their growing needs, a team of highly skilled Synetra storage experts was brought in to recommend the best solution. “We were fortunate to already have an excellent understanding of EMM’s network infrastructure as well as how their business operates,” said Ed Pine of Synetra. “But when you are looking at solutions that must grow with a company over the coming 5 to 10 years, particularly in a rapidly-changing environment like healthcare, we needed to be completely thorough in our process of evaluating and recommending a solution that would deliver immediate as well as long-term business value to both EMM and their customers.”

#### CUSTOMER PROFILE

Headquartered in Amarillo, TX, Enterprise Medical Management, Ltd. (EMM) provides physician practices in Texas and throughout the United States with technology solutions to enhance practice operations, billing, patient records and operational support of practice facilities.



Synetra began the six-month consolidation plan for EMM in November 2007 with the installation of the HP Dual Blade Server solution to replace EMM’s existing 100 lb. server. In addition to the significant reduction in the server footprint, the HP Dual Blade Server immediately expanded EMM’s storage capacity by 100% and increased processing speed and efficiency for their end users. In addition, Synetra recommended a storage consolidation solution utilizing HP Blade servers and Enterprise Virtual Array (EVA) 4000 to allow EMM to reduce its operating costs, improve asset utilization and performance, and increase both administrator and end-user productivity. This highly flexible and

scalable technology platform was particularly attractive, given EMM's ambitious growth strategy and the growing technology needs of the medical practices they serve.

The implementation was completed in April 2008 when the final migration of data was complete.

## Results

With HP's data center consolidation solution in place, EMM has been able to experience the benefits of a greatly simplified storage environment. "We have been able to significantly increase our network and storage capacities without adding additional staff or space, and at the same time, better serve our client base," said Culbert. "We can literally spend less time on IT administrative tasks and more time managing our clients' other technology needs."

Equally important, said Culbert, is the fact that this new storage solution positions them to provide reliable ongoing data services in an industry which will continue to face new as well as existing challenges in the coming years. "The healthcare industry is under great scrutiny right now, and the current administration is highly focused on mandating a completely automated healthcare environment," explained Culbert. "Our medical practices will be under pressure to automate all of their administrative and insurance related procedures, which will exponentially increase our storage and processing needs."

But Culbert feels confident that EMM will be poised to handle whatever the future may bring. "Synetra has been invaluable in helping us strengthen our network backbone and infrastructure to provide reliable data services well into the future. The HP solution was a tremendous investment and I have no doubt that it will accommodate our future data-growth needs, allow for easier back-end server upgrades and provide the data redundancy that we need in the most efficient manner possible," she said.

*"We consider Synetra to be a true partner in providing technology solutions that will help position us as a leading player in medical practice IT consulting for years to come."*

## About Synetra

At Synetra, we take a comprehensive approach to solving your everyday IT problems – no matter how much IT knowledge you have, we can use proven technology to help you. From assessments, to design, to implementation and support, we provide end-to-end solutions tailored to your business. In addition to our expertise and experience with all types of organizations, our partnerships with world-class hardware and software providers like Cisco, HP, EMC, Microsoft and VMware, APC, EMC and Asigra allow us to provide you with sound and reliable data centers, networks and communication platforms.



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