

CASE STUDY:



Woman's

VENYU ENSURES WOMAN'S HOSPITAL POST-KATRINA EMERGENCY PREPAREDNESS WITH OUTSOURCED DATA BACKUP AND RECOVERY SERVICES

THE CUSTOMER: Woman's Hospital, in Baton Rouge, Louisiana, opened its doors in 1968 and became one of the first women's specialty hospitals in the nation focusing on superior care of women and infants. Today, **Woman's Hospital is recognized throughout the country for its innovative programs for women and their families.** With 1,900 employees, Woman's Hospital delivers more than 8,000 babies each year, making Woman's the largest in Louisiana and 16th largest delivery service in the country. In addition, the hospital performs more than 7,000 surgeries, 45,000 mammograms, and 80,000 Pap tests on an annual basis. As the only independent, not-for-profit women's specialty hospital in the U.S., all funds earned over expenses are reinvested to build state-of-the-art facilities and recruit highly-qualified staff.

THE CHALLENGE: In the 2004/2005 timeframe, Woman's Hospital had outgrown its footprint and decided to move its data center off-campus to a separate building. The hospital also began looking for ways to have redundancy and backup for a hot site – i.e. a location where work could resume during a disaster. It was during this time that Hurricane Katrina hit.

"Katrina hit the South hard, and opened up a lot of vulnerabilities for our hospital," said Paul Kirk, Vice President of Information Systems for Woman's Hospital Foundation. "This was due to the fact that we are one of a handful of hospitals in the South that has a large enough neonatal intensive care unit (NICU) to take in all neonates (newborn infants) in the Southern Louisiana coastal area during an emergency."

Woman's Hospital had been designated as an "Airhead" by the

state's Governor's Office of Homeland Security and Emergency Preparedness (GOHSEP). The Airhead designation meant that when hospitals had to be evacuated in an emergency, infants could be helicoptered in to Woman's Hospital. "We learned that if we could not support the IT infrastructure for events like Katrina, we would lose our Airhead status," added Kirk.

During Katrina, Woman's Hospital was handling 130 infants, making it the largest NICU in the U.S. Typically the hospital would handle an average of 55 per day, more than five times the average hospital. Partial medical records were transported with these patients along with handwritten notes placed in the incubators that held the infants. With no data access, doctors from the sending hospitals figured out patient needs on paper and stayed at their bedside for monitoring. Luckily for Woman's, they retained power. Their computer

systems remained online, and the infants were able to receive medical attention.

"These are very fragile patients, and having critical information at the right time makes all the difference. Sometimes there is no time to figure it all out on paper. With electronic monitoring, if a patient starts to go south, doctors can see that and make adjustments" said Kirk. "We realized that if we had a remote site backed up to other facilities, we could have accessed important information."

It was important for the region that Woman's Hospital remained an Airhead. If patients had to be moved to hospitals further north, it would involve more movement for the babies using a larger aircraft. "You don't want to move a critically ill patient any more than necessary. The less they move the more stable they can be," said Kirk.

Operational Impact & Benefits

- Ensures hospital's emergency preparedness with outsourced data backup and recovery.
- Enables hospital to maintain its State of Louisiana "Airhead" designation to care for area's newborns in intensive care during emergencies.
- Saves on operational cost of building data center services in house.
- Offloads hosting, maintenance and backup of office data for 65 physicians and their staff of 350.

Case Study: VENYU and WOMAN'S HOSPITAL



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— Paul Kirk, Vice President, Information Systems at Woman's Hospital Foundation

THE SOLUTION:

To keep its Airhead designation, Woman's Hospital looked for facilities with hardened and distributed data centers, complete with generators and backup facilities. Because Woman's was founded and supported locally, the hospital liked to work with local providers. They chose Baton Rouge-based Venyu to be their data center off campus, and knew them to be a well-respected nationwide provider of data center solutions.

Offering some of the country's best facilities, Venyu's main hosting site is in Baton Rouge which contains a physical business recovery center featuring 93 workspaces. Its Shreveport-Bossier data center is built to Department of Defense anti-terrorism force protection codes and is one of the most physically secure commercial data centers in the U.S. These data centers are commercial grade and implement industry best practice climate control, fire suppression, redundant power, and telecommunication systems. Venyu's VenyuCloud builds on the company's expansive knowledge and experience in VMware server virtualization solutions, and gives customers access to a secure, enterprise-grade cloud computing platform meant for tier 1 applications. Venyu's backup

and recovery service, RestartIT, provides quick data recovery in the time of disaster or outage. Venyu has been in the offsite data backup business for 13 years and helped pioneer the online data backup industry.

"Venyu started by providing us a site where we could bring up our servers in case we lost our data center, and the relationship grew from there," said Kirk. Over time, Woman's looked to Venyu for additional services such as internet connectivity, hosting of physician office data, and backup with a snapshot copy of their storage area network (SAN).

Woman's Hospital had done a cost analysis on whether to build a new data center space on their hospital campus for these services or outsource to Venyu, and the better choice became clear. "We calculated we could get seven years' of Venyu services with the amount of money it would cost to build our own backup data center," said Kirk.

THE RESULTS:

Venyu hosts Woman's most critical systems including office files for 65 physicians and their staff of approximately 350, as well as some other off-site facilities due to Woman's growth

Venyu is careful to meet HIPAA (Health Insurance Portability and Accountability Act) compliance standards for Woman's Hospital, keeping strict policy on access rights to their facilities, and leveraging a host of state-of-the-art security technology solutions. Venyu uses a private, dedicated connection from Woman's to its data center, encrypting all data that travels across the two organizations. "We have a deep level of comfort with Venyu's security and HIPAA compliance capabilities. Not only do they consistently show us their security levels, but also are the chosen vendor of our compliance auditor," added Kirk.

"It's not just the facility but the people running it that makes Venyu our outsourcing vendor. We have a comfort level with them. I know if there is a problem I can pick up the phone and they will be there to help. It's the feeling you get when you work with Venyu and the strong relationship you need.

"We continue to look at what we can do with Venyu moving forward," said Kirk. "With healthcare dynamics changing drastically everywhere, we constantly need to get smarter, do more with less and lower our costs," Kirk added.



Venyu is a premier provider of data center, managed hosting, cloud, virtualization and data protection solutions. By leveraging Venyu's portfolio of innovative, ROI-focused solutions, including VenyuCloud and RestartIT, within secure, highly available data centers, organizations can reduce IT costs while increasing security and scalability.

For more information about Venyu and its industry-leading offerings, please visit www.venyu.com