



DataHEALTH Uses the Internet To Preserve Medical Practice Information

Ashland, KY- Everyday, doctors and hospitals register enormous quantities of pertinent information into their office computer systems. Information concerning patient health, diagnosis, medical records, and client scheduling to office management is captured onto their systems. These records are vital to the practice's medical procedures, providing extensive knowledge to physicians and support staff.

However, data stored in computer files can be extremely vulnerable and lost in a matter of moments. Data loss can result from natural disasters like floods or lightning strikes, or as a result of human error such as a magnet mistakenly placed on a hard drive or sabotage from hackers and viruses.

Realizing the vital importance of protecting healthcare information, DataHEALTH was established five years ago as an online data backup and storage service. The idea for a data storage, protection, and recovery service originated from the reality that many businesses do not consistently or securely back up their important data.

Today, DataHEALTH provides backup and data storage to customers across North America. Their customer base includes private practices, clinics and other healthcare facilities.

DataHEALTH provides complete service to its customers. A client model of software is installed on the customer's computer system, and on a regularly scheduled basis, data is transmitted automatically in an encrypted format to DataHEALTH's secured and fortified data center. Because the data is encrypted, it remains 100 percent confidential.

In the event that a client ever loses their original data, they can restore it to their hard drive or network server in its original format with a click of a button, 24-hours a day, seven days a week. Internet access to the information provides clients with complete control of their account.

"Two o'clock, a.m., is our busiest time of the day," according to Ingrid Helgeson, Business Development Director. "At this time, an extensive amount of data is being transmitted to our backup servers. High-speed Internet is crucial for the backup process. We would not be in business without a broadband Internet connection," Helgeson added.

Many of DataHEALTH's customers require high-speed Internet access to transmit large volumes of information. Unlike other data protection services, DataHEALTH specializes in serving the healthcare industry. The intensive nature of healthcare data and the importance of patient privacy makes DataHEALTH's backup service an ideal solution for data management.

Privacy, defined by HIPAA regulations, is controlling who is authorized to access patient information and under what circumstances patient information may be accessed, used, and/or disclosed to third parties. Privacy is accomplished typically through policy and procedure. DataHEALTH is committed to the complete protection of its customer information.

DataHEALTH uses broadband Internet connectivity throughout its operations. The Internet links activities such as accounting, administrative records and other business processes. The Internet equips its employees to better serve customer needs.

Interestingly, DataHEALTH serves many customers in Tampa, Florida, the location of the most recorded lightning strikes annually.

About KY 120:

In the fast-paced world of technology-driven business, it should be recognized that best practices can be studied and emulated. As a part of the [connectkentucky](http://www.connectkentucky.org) initiative, CiTE (Center for Technology Enterprise) is profiling business initiatives in each of Kentucky's 120 counties. For more information visit our Web site at www.connectkentucky.org or call 270.781.4320.

Name:

DataHEALTH

Internet:

www.datahealthusa.com

Products/Services:

Data Storage,
Protection and Recovery

Location:

Ashland/ Boyd County

Leadership:

Jim Dalton, President and CEO

Employees: 5

Founded: 2000

Reach: North America

Innovative Insight:

"DataHEALTH's automatic and secure offsite data backup is an ideal solution for healthcare practices needing to comply with HIPAA Security"

Way Internet Has Made You More Competitive:

"DataHEALTH could not serve the healthcare industry without broadband Internet access. Many of our customers require high-speed Internet access to transmit large volumes of information to us."

Advice to Growing Companies:

"Companies need to stay up-to-date with modern technology to improve customer service and streamline their business operations."

Ways to Continue to Attract the Best Workers:

"DataHEALTH is based on customer service. Training is key to ensuring its employees success."