› Abstract

Hopefully you have taken the necessary steps to protect data access from unauthorized users with firewalls and other HIPAA security measures — but are you protected in the event of a disaster? The goal for most practices should not be adding complexity and high cost to mitigating the risk of data loss, but rather, evaluating the platform of your data storage. If you are storing data in a client/server environment you are at risk! Onsite data storage is highly prone to data corruption, loss or theft and is nearly impossible to recover from in the event one of those occurs.

� Safeguarding against data loss in the event of a disaster

Every healthcare professional aims to provide the best patient care possible. In order to provide high quality of care, healthcare information must be accessible and secure at all times. Today's best technology solutions are highly mobile, remotely accessible, and interoperable with other medical data systems. But, most importantly, cutting-edge technology allows for simple and continuous access to records. Powerful and sophisticated technological solutions must also be able to maintain operations during natural disasters and other unexpected 'downtimes'.

The goal in creating a comprehensive disaster recovery plan is simple: limit the disruption to patient care by restoring critical services as soon as possible. Effective disaster recovery is essential to the survival of your private practice.

There are many misconceptions about disaster recovery. Read on to find the answers to commonly asked questions.

⌕ 5 FAQs about disaster recovery

WHY DO I NEED A DISASTER RECOVERY PLAN?

If you are storing vital clinical and financial data at your premises you have what's called an onsite datacenter. It could be a single PC under your receptionist's desk or a highly advanced server. Either way, this datacenter is the lifeblood of your organization. Central to all daily operations of a busy medical practice, your datacenter includes all necessary IT components including hardware, software, and data. Hopefully you have taken the necessary steps to protect data access from unauthorized users with firewalls and other HIPAA security measures-but are you protected in the event of a disaster? A comprehensive disaster recovery plan protects your practice. Even if only temporary, a downtime or loss of data has long-lasting impact.

- Revenue loss due to inability to treat patients
- Data recovery and repair costs
- Credibility loss with patients and business partners
- Penalties for noncompliance with government and industry regulations
- Legal costs to regain compliance

Medical practices must plan for potential disruptions to normal operations and implement technology that allows them to continue functions during downtimes. There is no other way to say it: your practice is at great risk without a complete disaster recovery plan.

WHAT WILL HAPPEN IF I DON'T HAVE A DISASTER RECOVERY PLAN?

The statistics on the impact of data loss are sobering. There is a clear correlation between datacenter loss and business failure:

The good news is you have the power to protect your patient data and practice.

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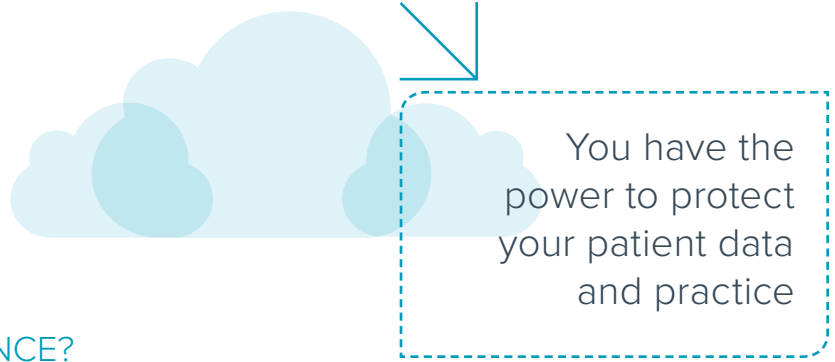
CAN THE CLOUD MAKE A DIFFERENCE?

Disaster recovery used to be an expensive and complex process, which made it difficult to evaluate if it was worth the cost. Manual recovery plans required setup of a secondary site with dedicated hardware, software licenses, and personnel - an expensive process and often difficult to achieve. However, cloud technology has reduced costs and simplified disaster recovery.

Cloud technologies automatically back up and store data in off-site data centers. Because your patient data is stored off location, it is protected from natural disasters that may hit your physical location. Additionally, leading cloud technologies house servers with high levels of data redundancy to help mitigate the high risk associated with premises-

based systems. Recovery time is instant with cloud technology. As long as you can access the Internet, you can access all your data.
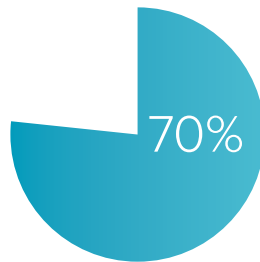
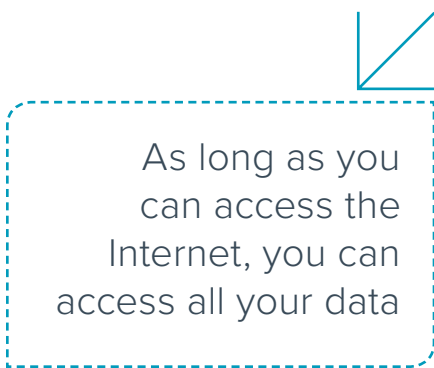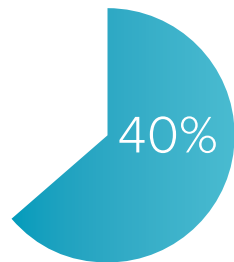Of business that lost their datacenter for a period of ten days or longer filed for bankruptcy within one year.[1]

93%
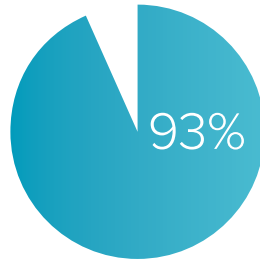
Of companies that experience disasters never reopen.[2]

43%
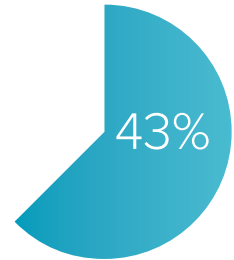
Of small companies that experience a major data loss close their doors within one year.[3]

70%

Of all companies that cannot gain access to their data within 24 hours will fail.[4]

40%

HOW WILL I KNOW MY DR PLAN WILL WORK?

As long as you can access the Internet, you can access all your data

Sure, you need to know your plan will work in the event of a real disaster. Outdated methods were difficult to test for effectiveness and were prone to user error; however, cloud technology allows for frequent recovery testing without impacting the operations of your office.

Cloud technologies provide a higher level of assurance in disaster recovery. Manual processes have been replaced by automated solutions that provide the most up-to-date disaster recovery processes. Tested and updated often, web-based programs deliver superior disaster recovery testing without interrupting normal operations.

ISN'T CREATING A DR PLAN DIFFICULT AND EXPENSIVE?

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THE ADVANCEDMD DIFFERENCE

Partnering with AdvancedMD to protect your data will provide you peace of mind in the event of a disaster. Web-based AdvancedMD software provides you with industry-standard backup processes and medical data security procedures.

You can relax knowing that your data is always safe with AdvancedMD. No matter what disaster might strike your practice or remote offices, you will know your data is safe and secure in offsite back up servers. Your data is stored in datacenters similar to those utilized by banking institutions to protect financial data. Our automated processes and security procedures offer

significantly higher HIPAA regulatory security compliance than what most practices can achieve with their client/server software.

Cloud software provides you with the flexibility and freedom traditional server-based systems just can't offer. AdvancedMD web-based software handles the IT complexity for you. With automatic hourly data backups, you no longer need to hassle with the time-consuming process of manual back up.

Our customer retention rate of 98% for our medical and financial software is evidence to the power of our offsite, subscription-based service.

› Conclusion

No one expects a natural disaster, but everyone should plan for one. Safeguarding patient data is a top priority for every healthcare provider. The inability to recover and access your data during an unexpected downtime will devastate a small practice, even if it is only temporary. Your recovery plan will make the difference between rebounding after a disaster and closing your doors.

You need a powerful and affordable solution for disaster recovery. AdvancedMD offers the convenience and flexibility of cloud technology. With world-class backup processes and security procedures, AdvancedMD will help your practice get up and running in the unfortunate event of a disaster. Don't risk the survival of your practice on outdated, inefficient recovery procedures -find out why life is better with AdvancedMD.

AdvancedMD

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