



Sam Heard of  
Data Integrity Services

- Data Integrity Services
- Sam Heard, president
- Lakeland, FL
- disrv.com
- Founded: 1997

*Data Integrity Services is using current market opportunities, along with Zenith Infotech solutions, to expand its business reach primarily to the healthcare sector.*

## TAKING BUSINESS CONTINUITY SERVICES TO HEALTHCARE

What do you get when you cross integrity, business continuity, and disaster recovery in Central Florida? You get Data Integrity Services, a company that's been combining these three components into one solid solution for small to midsize businesses since 1997.

Sam Heard, president, started Data Integrity Services with his wife, and since that time, the company has grown into a VAR enterprise, a systems integrator shop, and an IT-consultant firm, all wrapped into one. The company is now spread from coast to coast in Central Florida, fluctuating between three and six engineers (depending on business requirements) and targeting vertical industries and markets including security, medical, and business continuity.

### HEALTHCARE MARKET CHALLENGES

According to Heard, it's the health-

care market that has the greatest potential, and Data Integrity Services, with the help of Zenith Infotech, is helping to propel the industry into the next generation of healthcare — the electronic generation. And with the electronic generation comes business continuity and disaster recovery requirements.

However, in Heard's opinion, with this explosion comes many challenges. The first of which, he says, is getting clinics to accept the fact that they need a good business continuity solution. Heard explains, "Disaster recovery can be taking tapes out at night and putting them in a safety deposit box, but we're concerned mostly about business continuity, because if you walk into any healthcare environment and their file server is offline, patient care services can be compromised." But Heard says the good news that he's been preaching is

this: With Zenith BDR, his company can provide business continuity to any client, and in the event of a server crash, within one hour the company can have its clients up and running again.

One of the biggest challenges that Data Integrity Services faces is convincing doctors that the paradigm shift from paper to electronic media is critical for today's clinic. But Heard says, "When you show them how slick Zenith BDR is and how cost-effective it is, it almost sells itself. We believe that the adoption of EMR [electronic medical records] is one of the smartest things health clinics and doctors can do for their business, if they do it right."

Doctors and clinics can be confident in moving from paper to electronic media, Heard says. He adds, "Let me provide an example. Let's say I was going to the same physician for the past five years and had lab tests and other medical tests performed in that time frame. Now, consider if these test results were all on paper. You would have to pull every chart and test results to compare them over the past five years. But in the EMR world, I can click on the 'LAB' tab, select chole-

terol results, for example, and within 15 seconds I can have every lab test I've been through on one page, looking at all the results at the same time."

#### DEMONSTRATE DISASTER RECOVERY

According to Heard, 2 to 4 hours of every day in smaller, one-doctor clinics is wasted on chasing paper. But the challenge again, he says, is coaching and educating doctors to realize the way they did things yesterday is going to change. So Heard tells them, "Upgrade your technology; here's a BDR for a few thousand bucks to augment your server, providing business continuity, which is invaluable." To which doctors invariably ask, "Why do I need that?" And then Heard says he simply tells them two things: "Number one, your server crashes, and then what happens? And number two, if a disaster like a hurricane happens and your facility is wiped out — guess what? We've got your data up north."

Heard exemplifies this scenario by citing an incident that happened recently. "We worked with a client that is using a leading EMR application. We simulated a server crash in the facility, and within an hour we had the BDR up and running. Our client was using the EMR application with no problems whatsoever. They were quickly back into their existing charts, billing, scheduling, and all of their electronic records were perfectly fine. The staff worked as if nothing had happened. Needless to say, they were totally blown away and impressed. This is a huge success for Zenith and Data Integrity Services."

Data Integrity Services is also

arranging the same type of configuration with a different vendor, that also provides a high-end EMR application, to demonstrate that its solutions work well with other applications. Heard also has a couple of larger clients that are currently considering Zenith's ARCA (Advanced Recovery and Continuity Appliance) platform solution.

**"We're expecting the healthcare industry to explode with sales."**

Sam Heard, Data Integrity Services

#### PERFECT TIMING

Heard says the timing couldn't be better for healthcare sales. He says it's a great opportunity for Zenith and Data Integrity Services because President Obama has allocated \$21 billion to assist physicians with the transition to EMR applications over the next three to five years. Heard elaborates, "Obama knows this will cut down medical errors and office overhead, and it will facilitate better healthcare. So, we're expecting the healthcare industry to explode with sales, because by Jan. 1, 2011, some of this government money will be available. So clinics must be up and running with an EMR solution by that date to be eligible."

According to Heard, for Data Integrity Services, success seems to be speaking for itself. He comments, "We don't do a great deal of marketing because our business has grown primarily by word of mouth, referrals, and references; it's all

about good business reputation. Right now we're working with a rather large pediatrician group in Orlando to roll out the technology required to support their electronic medical record application along with a Zenith BDR server as a solution to their business continuity and disaster recovery requirements for hosting their own EMR. That, in my opinion, could be a sweet spot for Zenith sales, as the government rolls out money toward the adoption of EMR applications within the physician clinics."

Heard says he likes Zenith's solution so much that he promotes the Zenith BDR immediately with each clinic. "We are successful in selling the BDR system because it allows us to virtualize a clinic's mission-critical platforms. And every 15 minutes our client's data is replicated off the mission-critical platform to two separate online backup sources located up north."

Heard says the future for Data Integrity Services and Zenith Infotech looks bright. He concludes, "We anticipate 2010 being a rather aggressive year in purchases and upgrades. Technology is one of those principles that you cannot stagnate. Sooner or later, you must invest in your technology foundation."

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