

Liquid Web

Customer story

Weigh Less

Health site turns to Liquid Web for HIPAA compliant holiday reliability



Customer overview

Sarah Myer maintains the websites for North Carolina State University's online program that supports Americans managing diabetes and obesity.

The health program's most popular site, esmmweighless.com (Eat Smart, Move More, Weigh Less), offers a free weight maintenance program during the holidays and sees a significant increase in traffic during this period.

In the past, a surge in traffic on the first day of the holiday challenge caused their cloud server to crash. As a result, many potential participants were unable to access the site and ultimately lost the motivation to continue.

On top of the reliability problems, compliance-related issues also came into play. Because sharing health information is a privacy concern, HIPAA compliant servers had to be implemented to conform to the Health Insurance Portability and Accountability Act (HIPAA).

The consequences of the loss of personal medical data could cause irreparable damage to a patient and the site it was taken from. Myer needed a solution to the reliability issues caused by increased traffic, as well as a partner to manage the migration to a HIPAA compliant server to minimize legal risk.



INDUSTRY

Public Health

PRODUCTS

Cloud Server,
Dedicated HIPAA Server

PAIN POINTS

The weight loss site offers free programs during the holidays, but often suffered from cloud server crashes due to the increased traffic. In addition, user data needed to be securely stored on HIPAA-compliant servers without slowing the service down.

How Liquid Web helped

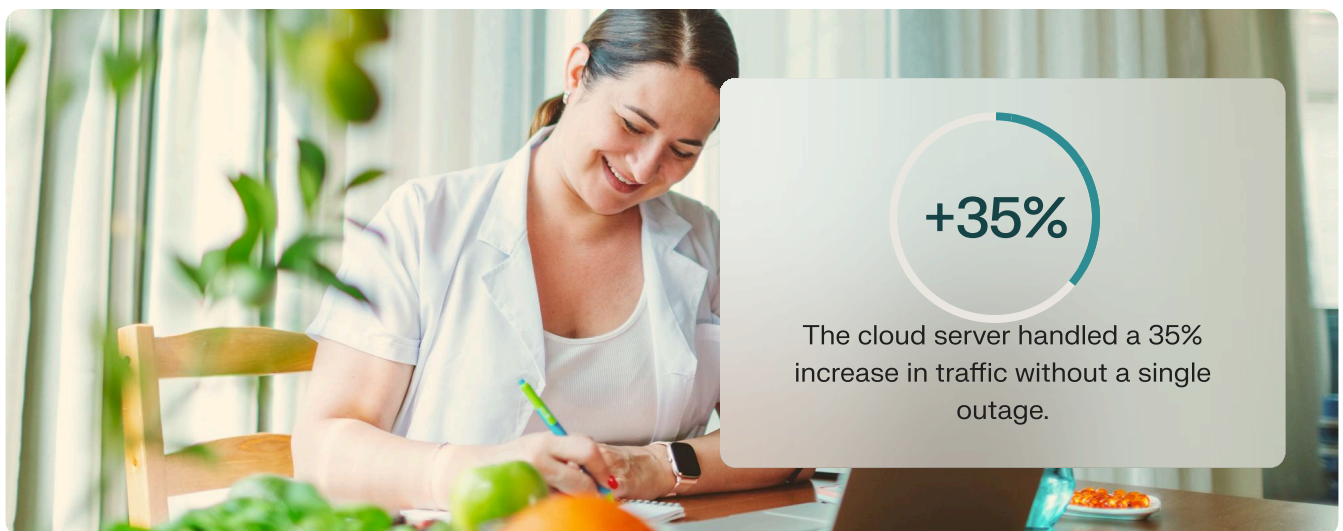
Transitioning to HIPAA-compliant servers resolved the traffic surge issue, and the platform has experienced no outages since the migration. In addition to managing the technical requirements, our expert support team consistently delivered responsive, reliable service.

Myer explains why the Enterprise support program was essential: “Having a single account executive to handle everything during the migration gave us someone that we could consistently approach for help. It’s nice to have a consistent point of contact, but anyone that we talk to in Liquid Web support has been absolutely fabulous. Even my developers say they like working with Liquid Web because of their support.”

“The most impressive piece of your company is your technical support. Many of my team members have no technical background when it comes to server maintenance. They’ve been able to fix things and explain why they’re fixing them.”



Sarah Myer, Evaluator



After the new Liquid Web infrastructure was implemented, monthly traffic to the cloud server grew from 20,000 to 27,000 year over year. In 2017 alone, the server handled a 35% surge in traffic without a single outage.

With other sites successfully migrated to a HIPAA-compliant environment, the health program team was also able to upgrade and expand their remaining cloud-based sites.

Ready to strengthen your own site with reliable managed hosting? Speak with a Liquid Web hosting advisor to get started.

About Liquid Web

Liquid Web powers content, commerce, and growth for small and midsize businesses, along with the designers, developers, and digital agencies that support them. An industry leader in managed hosting and cloud services, Liquid Web is recognized for its high-performance infrastructure and exceptional customer support.

Serving more than 30,000 customers across 150 countries, Liquid Web owns and operates its core data centers and offers a broad portfolio of solutions, from bare metal servers to fully managed WordPress and WooCommerce hosting. The company has earned some of the highest customer loyalty in the industry and has been recognized by Inc. Magazine as one of its 5,000 Fastest Growing Companies for 11 years.