

Liquid Web

Customer story

# Specialist Pharmacy

HIPAA compliant private cloud hosting helps a specialist pharmacy thrive



# Customer overview

Ten years ago, several pharmacists recognized the urgent need for innovations in the specialty pharmacy arena. Their mission was simple: seamlessly and quickly deliver life-sustaining medicine and drugs to patients who need them.

With patients of rare illnesses depending on them for medication, it was essential for this Specialist Pharmacy to move to secure and affordable HIPAA compliant hosting with exceptional support. Liquid Web offered exactly this—at a much better cost and with far greater support than any of its competitors.

Patients are the number one focus at this specialist pharmacy. “Many of the drugs we dispense can’t be found at local pharmacies,” says its Director of IT Innovation.

Initially, the company operated from a website with no option for patient information to be submitted online. Instead, patients were sent forms by mail and had to sign and return them, a process that could take weeks.

“We knew we wanted to expand, give patients the convenience of filling out forms online, and be able to request refills online,” they say. “To do this, we needed a HIPAA compliant solution. We needed something better.”



## INDUSTRY

Retail Pharmacy / Healthcare

## PRODUCTS

VMware Private Cloud HIPAA  
Compliant Hosting Secure Server  
Plus Acronis Cyber Backup Hardware  
Firewall DDoS Protection  
Vulnerability Scanning

## PAIN POINTS

With a non-HIPAA compliant hosting service, this specialist pharmacy was unable to use web forms to fill prescriptions. Handling refills via mail was time-consuming and tedious, generating long wait times for patients.

# Highly performant, secure, and compliant infrastructure

Because of their patient-first mission, the specialist pharmacy needed a hosting partner they could trust. When selecting a new web host, they prioritized:

## Affordable HIPAA compliant hosting

Would allow them to use online forms for electronic private health information for quicker medication fills and better patient outcomes



## Additional security add-ons

Such as DDoS (Distributed-Denial-of-Service) protection to keep patient information secure and systems online



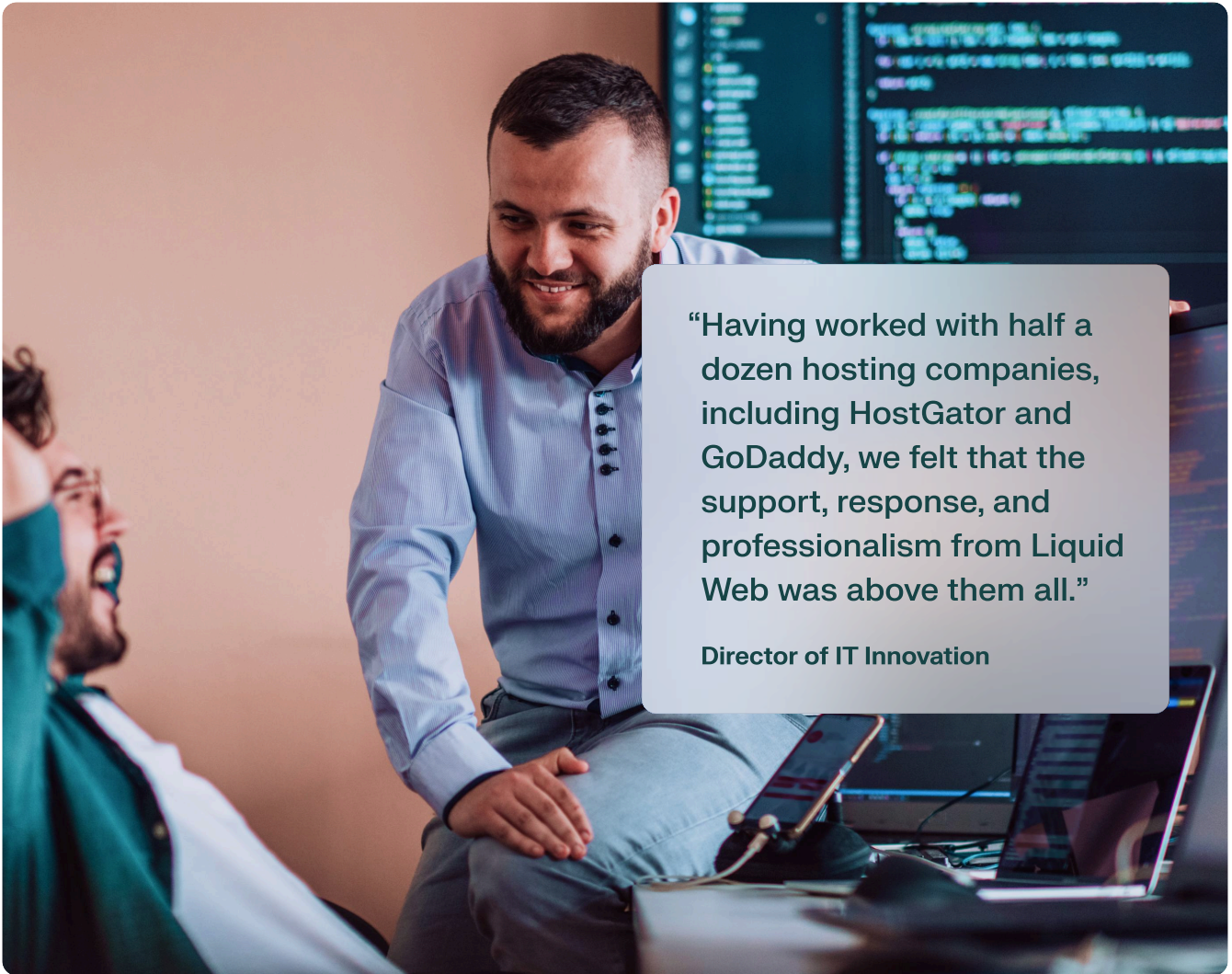
## Outstanding, dependable support

Should address issues quickly and help with configuration and vulnerability issues



“Liquid Web was by far the least expensive of the HIPAA compliant hosting companies I researched, which was our initial attraction,” says the Director of IT Innovation.

“It turned out that, although Liquid Web had the least expensive price of the hosting companies we considered, they have the most knowledgeable team of support members we’ve ever used.”



“Having worked with half a dozen hosting companies, including HostGator and GoDaddy, we felt that the support, response, and professionalism from Liquid Web was above them all.”

Director of IT Innovation

# Results that matter

## Better, faster patient care

By using our HIPAA compliant dedicated servers and VMware private cloud, the specialist pharmacy enabled patients to submit forms online, reducing processing time from weeks to just hours.



“Thanks to Liquid Web, we can engage with the patients more quickly and get them their medicine more quickly,” says the Director of IT Innovation. “It has helped the health of these patients, getting them the drugs they need, sometimes up to three weeks more quickly than we were able to in the past.”

## Internal efficiency

By partnering with Liquid Web to improve patient convenience, the specialist pharmacy also increased operational efficiency, saving hundreds of hours each year through its online refill process. This time savings has allowed the team to focus more fully on serving patients.



## Convenience for patients who need it most

Partnering with Liquid Web to ensure security and HIPAA compliance, this specialist pharmacy was also able to implement web-based rapid refills. This addition received 99% positive reviews from patients and is responsible for hundreds of refills a month.



“Having built-in automation on the backend with assistance from Liquid Web, and knowing we have the robust security Liquid Web provides, we’re able to create convenient and efficient offerings that benefit our patients,” says the Director of IT Innovation. “There is so much more we can do for our patients with HIPAA compliance and security measures in place.”

# Liquid Web's impact

The specialist pharmacy cites Liquid Web's exceptional support as one of the partnership's greatest strengths. Because the organization handles sensitive medical information, working with a provider known for compliance, security, and reliability gives the team confidence and peace of mind.

"Any time we call Liquid Web with a question—and we probably call a few times a week—there is always someone knowledgeable to answer our question," says the Director of IT Innovation. "Our web team has been extremely impressed by Liquid Web's level of support."

## A patient-focused partnership

For this mission-critical organization, having a trusted hosting partner was essential. The partnership has strengthened efficiency, improved security, reduced costs, and delivered significant time savings, ultimately supporting better patient outcomes.



**"We consider Liquid Web a true partner. It would be really difficult to do what we do without them. We try to be as innovative as possible, and Liquid Web has been a wonderful partner in our mission to get patients what they need."**

# 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.

