“Our bottom line with Flowcast is to help healthcare organizations improve their revenue cycle, improve market share, and increase patient satisfaction. We look to HP to help us achieve these objectives.”
— Kent Rowe, V.P. Sales, Flowcast, IDX Systems Corporation
Healthcare is an expensive business. Expensive for providers. Expensive for payors. Expensive for patients.

IDX Systems Corporation provides information technology solutions to maximize value in the delivery of healthcare, improve the quality of patient service, enhance medical outcomes, and accelerate the enterprise revenue cycle.

According to Kent Rowe, V.P. Sales, Flowcast™ at IDX, “Today, the success of the entire organization is contingent on the business side of healthcare. Healthcare organizations have to find ways to fund their clinical initiatives, and they do that by focusing on the revenue cycle.”

With experience, expertise and an unrelenting focus on quality, IDX has created Flowcast – the foundation for world-class patient service and business performance. It’s no wonder that Flowcast is being enthusiastically received by healthcare organizations.

With the announcement of the Flowcast product line, IDX has seen an incredible momentum – not only in its customer base that is looking to move to Flowcast, but also from prospects. “Last year our Flowcast sales grew 52% year over year,” comments Rowe.

HP technology – including the HP OpenVMS operating system, HP AlphaServer systems and ProLiant servers – are a key part the technology foundation of the IDX Flowcast suite of products.

Bringing cash in the door
Rowe comments, “At IDX, we realize that we, and the people we love, are all consumers of healthcare. Our overarching goal is to add value to the delivery of healthcare. With Flowcast, we focus on the financial viability of our customers. Our bottom line with Flowcast is to help healthcare organizations to improve revenue cycle, improve market share, and increase patient satisfaction. We look to HP to help us achieve these objectives.”

Flowcast is a comprehensive IT solution that offers large physician organizations, hospitals and integrated delivery networks (IDNs) robust financial and administrative capabilities to improve revenue cycle management. Flowcast enables organizations to seamlessly share clinical and billing information across the enterprise. This results in greater efficiency and data integrity from the back office to the front desk, which leads to higher patient satisfaction and regulatory compliance. Flowcast is the only solution that drives organizational performance by combining proven capabilities with next-generation technology features and best practices.

In addition to Flowcast, IDX also considers its customer base a competitive advantage. Rowe explains: “Our customer list reads like a Who’s Who in healthcare, and some have been with us for over 20 years. We’re able to take information from some of the best healthcare organizations in the country and measure that data against the rest of the industry. When we do that, we can clearly show that the Flowcast suite of products enables organizations to add dollars to the bottom line – which they can then use to fund other initiatives.”

Best-in-class products, best practices
While Flowcast is platform-independent, 82% of IDX customers run the application on OpenVMS. Rowe elaborates, “When we’re dealing with a prospect, let’s say they want to look at a SUN or IBM configuration because that’s their expertise. Then they start asking about our customer base – what do most of our customers use? All of a sudden, they get very interested in HP because they don’t want to be part of the 18%, they want to be part of the 82%. They end up going where they believe they will get the most value and where IDX has developed the most expertise, and that’s OpenVMS running on AlphaServer systems.”

Brian Mitchell, Director of Technical Sales at IDX, explains why this HP platform is so popular with customers. “As part of our strategy to drive customer success, we’re always trying to incorporate best-in-class technologies
with best practices in the industry, and OpenVMS
Clustering is without a doubt best-in-class. Whenever we’re
positioning OpenVMS, there are two factors we talk
about. The first is the clustering capability, which equates
to business continuity and uptime. The other is security.

“Security is important to customers’ businesses because if
you look at statistics, most of the monetary damage and
most of the instances of downtime are from system hacks
– not from floods, hurricanes or tornadoes. So it’s very
important that you have a system that’s as secure as
OpenVMS from a business perspective. And it’s also very
important from the perspective of HIPAA regulations.

“Many of our largest customers, both hospital and
ambulatory, run on OpenVMS Clusters – some of them
have as many as six or seven systems in a cluster.” Mitchell
says that a typical customer site might have mid-range
AlphaServer systems with all redundant components
running OpenVMS – often in a clustered environment.

“Sometimes we do remote clustering or stretch clustering
to provide business continuity or disaster recovery on a
remote campus,” Mitchell explains. “We have redundant
data and redundant systems to give customers 7x24
uptime. We also add in HP Services that complement
7x24 support for hardware and software. In addition,
ProLiant servers run some of the complementary products
that enable such features as Web access and data
mining. HP storage is also tied into nearly every
sale – we are big fans of the EVA product line.”

**Playing together**

In addition to AlphaServer systems running OpenVMS
and ProLiant servers running Windows®, other IDX
solutions, such as Carecast™, run on the HP Himalaya
NonStop operating kernel.

“It’s critically important that all HP components play
together,” explains Rowe. “IT shops – and especially
healthcare IT shops – are very complex environments, of
which IDX is only a part. It’s important that we can
provide them with a total solution that is able to work
with other environments that are already in place.”

IDX and HP have a long-term working relationship that
extends back 20 years because of OpenVMS. “Our
relationship is truly what I would call an alliance
because we’re integrated very tightly with our HP alliance
contacts,” comments Rowe. “We share our goals, we
share our plans, and then we work together to make
those plans happen. In addition to that, HP works with
our integration partners to help us be more successful.
They extend our resources beyond what we have
available to us in house to these other companies, so that
we bring our combined resources to bear in helping our
customers be more successful. We are looking forward
to continuing to work with HP.”

**A flexible future**

Given the plans that HP has for hardware that supports
OpenVMS, Flowcast will be an even more powerful
solution for IDX customers in the future. “HP’s new
Integrity platform is certainly part of our roadmap,”

Mitchell explains. “We have some very, very significant
customers who will probably never switch operating
systems as long as OpenVMS is available. We’re hoping
to eventually be able to move them to the Integrity
platform because we’ve seen some promising early
performance numbers, and we believe it may eventually
outperform about anything else in the marketplace.”

Mitchell says that IDX likes the fact that the Integrity
platform is industry standard. “We’re moving to an area
where we’re looking at industry standard hardware,
which is going to be unique in the marketplace. Having
one platform that will run OpenVMS, the Non-Stop
Kernel, UNIX®, Windows, and maybe Linux could be part
of our future. All those different operating environments
running on one hardware platform is a pretty powerful
statement. It gives us a lot of flexibility down the road.”

With OpenVMS on the Integrity platform, IDX hopes to
be able to create a clustered environment that will support
a heterogeneous cluster – which includes both
AlphaServer systems and Integrity servers. “That’s very
powerful,” comments Mitchell, “in that people can
upgrade to a new platform without losing the investment
they have in AlphaServers. And they can use the
AlphaServers as part of their production cluster or test
environment, and it will help make the migration that
much easier because it will have the common thread of
OpenVMS already in place.”

Mitchell continues, “Our focus from the technology
foundation side of Flowcast is constantly improving
performance, increasing capacity, reducing cost and
minimizing risk. Those are key components we offer in
support of our customers’ business challenges. We have
full confidence in the HP platform. It’s the only operating
system out there that has stated guarantees of longevity.
And the other thing we like about HP is that they have a
roadmap that tells us where they’re going, and they’re
very good about sticking to it.

With its Combined Business Office (CBO) offering, IDX
has a unique place in the market. Rowe explains, “To my
knowledge, CBO is not offered by any of our competitors.
The Combined Business Office (CBO) consolidates the
disparate revenue cycles of hospitals and physician
practices into a single, seamless process. The CBO brings
together the strongest capabilities of a hospital patient
accounting system and a practice management system.

For Rowe, it all comes down to one message for
healthcare organizations. “We want them to remember
that there’s no one out there that’s going to help them
improve their bottom line, and thus their clinical mission,
more than IDX Flowcast.”

HP will be working side by side with IDX, helping create
the roadmap to the future.
Adaptive enterprise solution overview: Maximize value in healthcare delivery

**Challenge**

- Help customers maximize revenue, improve market share, and increase patient satisfaction
- Combine best-in-class products with the best practices in the industry

**Solution**

- Implement the IDX Flowcast solution on HP AlphaServer systems running the HP OpenVMS operating system in a clustered environment

**Results**

- 24x7 availability
- Bullet-proof security
- Business continuity and disaster tolerance
- Adaptability and scalability to meet future needs

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**At a glance**

- **Name:** IDX Systems Corporation
- **Headquarters:** Burlington, Vermont
- **Founded:** 1986
- **URL:** www.idx.com

**Technology highlights**

- **Hardware:** AlphaServer ES47 systems, often clustered for disaster tolerance and business continuity; ProLiant servers for smaller Flowcast customers and for complementary products that require Windows 2000/2003 hardware
- **Operating systems:** HP OpenVMS, Windows 2000/2003
- **Software:** IDX Flowcast
- **Storage:** HP StorageWorks EVA
- **Services:** Gold or Silver Support from HP Global Services

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