

# Inside Perspective

Helping you unleash the full power of MEDITECH

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## **JJWild solution development and product management: A moment in time**

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Positive growth comes from positive change and JJWild, like our partners at MEDITECH, is evolving to meet the changing needs of the healthcare organizations we serve. Still, since 1990 one constant is our singular focus on supporting the MEDITECH community. It's merely the methods that have changed in an effort to provide to the market what it needs most at any given time.

Take Storage Area Networks (SANs), for example. When these emerged as a technology consolidation opportunity several years ago, we engaged with MEDITECH and scaled up our on-site lab environment to assist in sorting out the complexities of replication technologies and performance management to bring our customers a choice of fully-vetted solutions from EMC, HP, and IBM (and now Dell). Five years later, we face a new set of challenges around scalability, availability, and storage management as compliance and recovery concerns multiply.

### **New needs, new challenges**

Today, our customers are asking for complex, layered solutions from a MEDITECH partner with real-life experience working with their systems; for assistance in designing, implementing, and optimizing complex primary and secondary computing environments; and for assistance in doing the "hard thinking"—at the technical, application, and managerial levels—that goes into assessing, planning, prioritizing, and initiating system adoption. And that's exactly what we have begun and are continuing to develop.

Rather than focus on a single product and look for the ways to enhance and market that individual offering, it's our charge to look at *all* (or nearly all) the offerings and see how they work together to create the most valuable and most *reliable* big picture for MEDITECH hospitals. And even more important, it's our mission to look for the challenges for which there are no software or hardware solutions, and to *create and deliver this value for our customers* via our professional services organization. This group is comprised of about 90 individuals who deliver technical services, technological consulting, application consulting, project leadership, and customer support—all held together by the team's collective MEDITECH experience.

There are a lot of exciting developments in Healthcare IT these days. The adoption of new applications that bring technology to the bedside is changing and will dramatically improve the way patient care is delivered. But for every action there is a reaction, and the trickle-down implications of something this broad are not insignificant. Workflows throughout hospitals are being redefined, positions are being created and eliminated, and IT budgets—once an easy target for necessary cuts—are being redefined and reprioritized to support the need for greater data storage, management, access, and availability. Healthcare IT has ascended from an ancillary role to a force that drives patient safety, patient care, and healthcare finance.

### **Four areas of focus**

With that in mind, JJWild is expanding and aligning our Product Development and Management groups to focus on the areas that we, MEDITECH, and our customers have identified as top priorities. These can be grouped into four categories:

- Healthcare Operational Continuity (HOC)

- Information Lifecycle Management (ILM)
- Core Technology and Data Center Provisioning
- Assessment, Planning, and Optimization Services

**Healthcare Operational Continuance (HOC)**—HOC is the convergence of disaster recovery and business continuity strategies, and the need for high availability or maximum uptime in a healthcare setting. This has been an area of focus for JJWild, MEDITECH, and our partners for several years and promises to remain such. The days of backup tapes as the single means of recovery for an organization are quickly fading. Now, hospitals are building redundancy into their computing environments with fault-tolerant SAN arrays, systems like Stratus to prevent downtime, and highly available networks.

JJWild is focusing on the continued evolution of Integrated Disaster Recovery (IDR) technologies that function not only locally, but over a wide area. This will ensure greater regional protection against disasters for small community hospitals, as well as for large Integrated Delivery Networks (IDNs), Regional Health Information Organizations (RHIOs) in the U.S., and Local Health Information Networks (LHINs) in Canada.

We are also continuing to evolve JSite, our fully managed disaster recovery service for MEDITECH hospitals, in two ways. First, we are developing the capability to leverage newer IDR and remote backup technology and ultimately eliminate the need for customers to send backup tapes in the event of a crisis. Second, we are partnering with some of our customers to develop support for certain mission-critical non-MEDITECH systems that are common across MEDITECH hospitals. Our HOC professional services recently saw significant growth with the introduction of MEDITECH Recovery Procedure and Test Plan Development, as well as Periodic Audit services offered to our self-hosted or JSite disaster recovery customers. We are continuing to expand these offerings with the development of an entire suite of HOC services including HOC Strategic Planning, Departmental Downtime Procedures, Business Impact Analysis, and Application Criticality Analysis.

**Information Lifecycle Management (ILM)**—“ILM” is an acronym you hear a lot to mean pretty much one thing: more storage. Indeed, more storage is a large part of what hospitals need as they “go digital” and see electronic data volumes grow exponentially month after month. But for JJWild, our ILM solution suite emphasizes the ‘M’ in ILM: data *management*. One of the primary motivators in focusing on this area is MEDITECH’s development of the Scanning and Archiving module. Hospitals are excited about the ability to improve the way they capture patient data, convert old paper archives into tidy electronic data stores, and bring data together to make it more broadly accessible to improve patient care. But evolutions like this change the way hospitals do business and create the need for new technologies, systems, procedures, and workflows.

JJWild is working on an extensive ILM solution suite for launch later this year. Things you’ll see include enhanced storage technologies and intelligent data management software that routes MEDITECH, email, and even PACS data to appropriate layers of a tiered storage environment based on defined data management rules. This allows you to get more value for your storage dollar and keep your systems and network from being unnecessarily bogged down. Most critical will be a suite of professional services from across our organization that will help our customers identify and justify their IT and application needs, assess their storage requirements, standardize their forms, define their data management policies, and redesign their organizational workflows to support the adoption of new technology and processes.

**Core Technology and Data Center Provisioning**—Supplying core technology for the MEDITECH market has been JJWild’s strong suit since we began offering MEDITECH integration services back in 1993. That’s still the case, even more so when you consider how complex data centers have become. Servers, storage, switching, HBAs, tape libraries, backup software, management software, fault tolerance, high availability, firmware, API/CLI code—it all

needs to play nice together and there's only one way to find out if it does: test it. That's what we do. We test it in multiple configurations, break it, fix it, and test it some more. Anyone call resell a SAN. We work hard to take this to the next level and make sure that we can tell you with certainty that the configuration you purchase will actually work—because we've proven it.

As new versions of MEDITECH are released, we will work closely with them to measure the impact to the data center and ferret out the “gotchas” before implementation. We're also looking more deeply into technologies like virtualization, continuous data protection, and client management tools to see how their benefits can be maximized in your enterprise. And we're adding a host of services that will augment our core technology offerings such as enhanced implementation Project Management, SAN Healthchecks, a formalized Data Migration service, and Network Analysis and Design.

**Assessment, Planning, and Optimization Services**—At JJWild, our mission is to empower providers to improve healthcare delivery by designing and developing integrated IT solutions that optimize the long-term use of MEDITECH. To do so, we take a holistic view of your environment and your organizational priorities, which includes formulating an understanding of the ways in which your core MEDITECH HCIS is integrated with a host of non-MEDITECH systems. Once we understand this big picture, we work with you to develop the expertise and the processes to deliver the services you need most.

Our Consulting and Product Management groups are focusing on the development and rollout of additional services in several key areas. One primary area pertains to readiness preparedness assistance for MEDITECH's Advanced Clinical System (ACS). Activities like defining value propositions, validating IT infrastructure and MEDITECH applications, redesigning workflow, and developing effective testing, maintenance, and training programs are just some of the ways we are looking to create value for our customers. Other key areas of service development include Supply Chain Management, IT Strategic Planning, Data Center Optimization, and Security Assessment.

In the next few issues of *Inside Perspective*, we'll drill down on individual solution sets or particular service offerings in more detail. If you have any questions in the meantime, we'd love to hear from you; email us at [editor@jjwild.com](mailto:editor@jjwild.com).

*Sara Schaeffner is Director of Product Management for JJWild. Her team oversees definition and rollout of integrated solutions for MEDITECH hospitals that pertain to Healthcare Operational Continuanace, Information Lifecycle Management and MEDITECH's Scanning and Archiving application, Core Technology or Data Center Provisioning, and a full suite of Assessment, Planning, and Optimization Services. Sara also has product responsibility for JJWild's managed services, including JSite—Fully Managed Disaster Recovery for MEDITECH.*