



MEMBER SPOTLIGHT

ClearDATA
HEALTHCARE • COMPLIANT • CLOUD

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Ryan Witt, Vice President, ClearDATA, and 2013 WEDI Report Advisor and Current Co-Chair of the WEDI Innovative Encounters Workgroup provided the following responses for this WEDI Member Spotlight.

Please share some history about your organization. How did it begin?

Originally, founded as a healthcare privacy and compliancy consultancy, ClearDATA has evolved to become a leader in healthcare cloud services. ClearDATA's executive management team brings together an unsurpassed breadth of leadership and experience into a unique fusion of cloud computing and healthcare expertise. From early stage private companies to publicly traded market leaders, the senior team has built several of the world's leading cloud computing companies and worked with a number of the most successful healthcare technology companies in the industry.

What is your primary solution/service/product?

ClearDATA's primary solution is our healthcare exclusive cloud computing platform. It provides managed cloud infrastructure services, clinical application hosting, medical image storage, and business continuity solutions. It's purpose-built for organizations that demand the highest standards in HIPAA compliance, PHI security, reliability, and performance. In addition, ClearDATA customers typically reduce their IT infrastructure, support and maintenance costs by 30 to 50 percent over a 3-year period.

How does your solution/service/product help improve the healthcare system?

ClearDATA managed cloud infrastructure services enable healthcare organizations to significantly reduce the time and resources they devote to infrastructure management and support. It provides them with the flexibility and cost savings to focus on more important clinical and population health initiatives that improve patient outcomes and accessibility to care. In addition, improved security and compliance ensures that patient privacy is maintained at all times.

Who are your customers?

The ClearDATA platform is well suited for healthcare organizations of all sizes, including: hospitals, clinics, physician practices, pharmaceuticals, genomics, payers, healthcare technology vendors, and many others. ClearDATA currently protects more than 130M patient records accessed daily by more than 300,000 healthcare professionals.

What differentiates your organization from others?

ClearDATA is 100 percent healthcare focused, so the products and services we bring to market are developed exclusively with this industry in mind. This has resulted in a portfolio that is deeply aligned to healthcare workflow, the complex regulatory challenges, and the requirement to safeguard patient privacy. Ultimately, our 100 percent focus on healthcare clearly differentiates ClearDATA and brings discernable value to our customer base, unmatched by our competitors.

What major projects is your organization currently working on?

ClearDATA is interested in the transformational aspect of applying analytics to the care continuum process.

Why did you become a WEDI member?

ClearDATA respects WEDI's mission: The use of health IT to improve healthcare information exchange in order to enhance the quality of care, improve efficiency and to reduce costs of the American healthcare system. We believe that a healthcare compliant cloud is a key enabling capability to allow the industry to meet this mission. ClearDATA wants to bring greater cost reduction and efficiency to healthcare, so we feel aligned to WEDI's mission and that we can help with this journey.

What do you find to be the most beneficial part of your membership?

As a startup still heavily focused on company growth, it is important for ClearDATA to have a more enhanced role in the conversation around how the application of health IT can accelerate the transformational agenda currently underway in healthcare.

What are some emerging trends you see in the overall industry that your organization provides thought leadership on?

The cloud has been broadly and successfully adopted by a number of industries, yet healthcare uptake remains relatively modest comparatively, partly because general cloud solutions are not fit for most healthcare requirements. Nonetheless, the efficiencies and benefits from cloud use are very significant and relevant to healthcare.