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TECHNOLOGY PARTNERS HOLD THE KEY TO ROBUST OPPORTUNITIES IN HEALTHCARE VERTICAL.

Through times of great change and challenges come great opportunities. In the technology arena, nowhere is this more apparent than within healthcare IT (HIT). This burgeoning market is projected to reach \$34.7 billion this year, fueled by the federal government's focus on Electronic Health Records (EHR), regional health information exchange efforts, medical information security and telehealth development.

As healthcare providers prepare—and oftentimes struggle—to meet EHR meaningful use guidelines and qualify for related incentive payments, they require help from solutions providers fluent in federal regulations and mandates, as well as medical-practice workflow.

According to the Centers for Medicare & Medicaid Services (CMS), the government has paid \$400 million in meaningful use incentives to date. Tech Data's **TechMed team, technology partners** and supporting vendor partners stand ready to help HIT solutions providers capture their share of this vital vertical.

"Resellers face two considerable challenges when building their healthcare IT businesses," says Barb Miller, vice president, Tech Data Services. "First, they need to understand the operational challenges medical practices face and how IT solutions they already sell and support can enable doctors to operate more efficiently and enhance patient care. Second, there are a host of specialized solutions many resellers have no experience deploying, including EHR and practice management software.

"Tech Data resellers have seen great success in this market," she adds. "We have vast resources, services and partners to support them."

A leading Tech Data HIT vendor partner, Greenway Medical Technologies offers award-winning PrimeSUITE® integrated EHR, practice management and interoperability software, customizable to a physician's specific workflow.

"Greenway's EHR solutions increase care quality, enhance patient satisfaction and facilitate adherence to compliance guidelines while maximizing profitability and results," says Jerry Lumpkin, senior director of Business Development. "Our Business Alliance Partner program helps resellers be successful through product training, product positioning, market development and local sales support programs. We do not simply sign partners and hope that they figure it out on their own."

Moving Into HIT

What, exactly, do resellers need to focus on when moving from traditional IT sales into selling HIT solutions?

"They need to have a strong recognition of the unique nature of medical practices/hospitals/clinics. This can include understanding the working environment and workflows, stringent regulatory demands and security/privacy concerns, and even just very unique requirements of individual medical specialties," says Tim Byrnes, director of CompTIA's Healthcare IT Community. "Healthcare isn't your typical vertical where you can tag a solution with an HIT tag and go. There has to be a fundamental understanding and appreciation of the vertical."

According to Byrnes, "Many struggle with the regulatory issues and various requirements this places on them as HIT solution providers, as well as ensuring their clients are compliant."

To help enable resellers, CompTIA's HIT Community is finishing a Compliance/Security/Privacy Workbook that highlights those specialized requirements and guides them to compliance.

"We also have our Security Trustmark, which includes HIPAA requirements as part of its extensive control framework," Byrnes says. "In addition, we offer tools and educational content created to help in that transition, ranging from simple assessment tools and workflow overview documents to organizational training for making the transition into HIT."

And while EMR/EHR adoption is slower than many would like, HIT is constantly recognized as the growing segment in the IT industry. "Even with the slower-than-desired adoption, it is happening and there are many, many successful folks who have made or are making the transition," Byrnes says.

In fact, the United States spends more of its total economic activity on healthcare expenditures than any other country in the world.

"Congressional Budget Office (CBO) estimates healthcare expenditures are approximately 20 percent of U.S. Gross Domestic Product (GDP)," says Jay Dosanjh, director of Worldwide Channel Sales, ADARA Networks. According to Dosanjh, that means \$1 of every \$5 is spent on healthcare.

"There is a historic opportunity for Tech Data and its partners and customers in HIT," he adds, "and we are wholly committed to driving success for Tech Data and all its partners and customers. Tech Data is the industry's best-positioned distribution channel for HIT, period. Tech Data understands information technology enables the safe, secure practice and delivery of healthcare, and that HIT is a must for modern electronic healthcare."

Hands-On With Healthcare IT

Within its 6,000-square-foot technology Solutions Center, Tech Data houses a Healthcare Pavilion. The

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simulated doctor's office features solutions used in medical facilities of all sizes, including the latest Electronic Health Records (EHR) and practice management software, document imaging, networking, virtualization, security, mobility, storage, video surveillance, video conferencing, unified communications, digital signage and specialized accessories.

"The Healthcare Pavilion enables resellers to learn what it takes to build a profitable healthcare IT practice by engaging industry experts and seeing these solutions in action," says Barb Miller, vice president, Tech Data Services.

Members of Tech Data's **TechMed Alliance**—a group of resellers focused on growing their HIT businesses—can reserve the Healthcare Pavilion for private tours and trainings for their sales and technical teams. They also can utilize the facility for end-user solutions demonstrations, bringing their healthcare customers to Tech Data's Clearwater headquarters and working with the **TechMed team** and its vendor partners to deliver powerful sales presentations.

All-in-One Solutions

Brother is among the key vendors demonstrating solutions in the pavilion. Brother Laser All-in-Ones represent a class-leading solution for the practice, with low cost of acquisition coupled with low total cost of ownership. A robust Secure Feature Set builds confidence and enhances compliance, critically important to the healthcare segment.

The Brother MFC-8480DN Black & White Laser All-in-One is a popular choice for the practice, offering 32 ppm and full duplex in all modes.

"Replacing the three to four machines normally seen in the desktop landscape saves space, consolidates consumables and adds newer technologies such as scanning, which is becoming so important in handling patient information," says Brother Senior Channel Manager for Healthcare Ben Perry.

"Ambulatory care along with the small to medium-size practice are the low-hanging fruit in healthcare," Perry adds. "These areas will see the strongest growth over the next five to seven years. Brother products excel in this space and continue to offer high performance with great value."

Infection Protection

Seal Shield, which leads the way in infection-control solutions, also is represented within the pavilion. According to Miller, Seal Shield products have proven an effective entry point into medical-practice sales and an essential component of the total solution.

Seal Shield's products include a complete offering of washable, antimicrobial electronic input devices such as waterproof keyboards, mice and TV remote controls, which can be disinfected to prevent the spread of hazardous pathogens.

"Seal Shield's products are 100 percent waterproof and protected with a silver-based antimicrobial solution to help protect between washings," says Seal Shield CEO and Chairman Bradley Whitchurch.

According to recent studies at the University of Arizona, the average keyboard has 400 times more bacteria than a toilet, he says. Additional studies found that the TV remote is the single dirtiest item in the typical hospital patient room.

Seal Shield products allow these common-touch items to be disinfected, preventing the spread of harmful bacteria, virus and fungi.

"Every year in this country, 2 million Americans become victims of hospital-acquired infections. Of those, close to 100,000 die each year from the infection they acquired in the hospital," Whitchurch explains. "Seal Shield's solutions protect patients and healthcare practitioners from cross-contamination infections and reduce the overall incidence of infection in hospitals and other infectious environments."

As the authorized distributor of Seal Shield's products, Tech Data is able to offer the full line of Seal Shield solutions. Tech Data also provides financing options to Seal Shield resellers, and Tech Data's team of sales consultants can help resellers make the right choices for their healthcare clients.

"An effective infection-control program can be the difference between hospitals that are profitable and those which are failing," he adds. "Seal Shield's solutions help hospitals save money by preventing costly and often deadly infectious outbreaks."

Complete Portfolio

Tech Data's Miller notes that the distributor continues to expand its HIT portfolio, with the recent addition of ADARA Networks. The vendor offers solutions engineered specifically for HIT, and because healthcare organizations also are enterprise businesses, engineered to optimize the services enterprises require.

Says Jay Dosanjh, director of Worldwide Channel Sales, ADARA Networks, "ADARA products have contributed to the success of several of the largest healthcare entities in the world, like HCA and Lexington Clinics." Dosanjh cites the company's Constellation Series Full Stack Engine, with the ADARA Networks Sirius Series Multipath Virtual Circuit Router, as one example.

"Our broad portfolio and dedicated resources help ensure our resellers' success in meeting the unique end-user demands of this complex market," adds Miller.

To schedule a tour, contact the TechMed team. www.techdata.com/techmed

Healthcare IT Resources

For in-depth information and support, leverage these resources.

Government Organization

Centers for Medicare & Medicaid Services (CMS)

www.cms.gov

Professional Organizations

CompTIA

www.comptia.org

Healthcare Information and Management Systems (HIMSS)

www.himss.org

Tech Data

TechMed Contacts

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