

BETTER CARE – ANYWHERE



The building of a nationwide Free Health Information Exchange – Case Study

The Situation

In late 2010, GNAX began discussing health information exchange needs with its largest healthcare clients in Atlanta, Georgia. It was obvious that local and regional healthcare providers needed to make some major strides. Traditionally, healthcare providers rely on smaller regional or community-based HIEs or, typically the fax machine and regular mail to exchange health records. With new Federal regulations regarding meaningful use of healthcare technology and the accelerated growth of community and statewide health information exchanges,

GNAX saw the need to make a difference in this disjointed and often archaic means of information transfer.

The Solution

GNAX worked with stakeholders across all domains, including consumers, physicians, health information technology professionals, provider organizations and education institutions, with significant input from Emory Healthcare, Piedmont Healthcare and Children's Hospital of Atlanta in particular.

As a result of this collaboration, Jeff Hinkle, President and COO of GNAX decided to build an entire health information exchange and offer it to all providers for free.

“This is our way of giving back to the healthcare community and its strong support of our business,”

said Mr. Hinkle. “We think there is a significant gap in the HIE market, with exchanges fragmented or non-existent across the country. So we are filling in the gap with this nationwide HIE for free. We want to make it easier for our clients and providers all across the country to exchange patient information needed at the point of care. The GNAX HIE is simple. You request, send and receive information in a secure, web-based environment. It's truly about better care, anywhere.”

The GNAX HIE eliminates needless phone calls, faxes, emails and regular mail, facilitating the direct exchange of information between healthcare providers.

Providers can login via any Internet browser and request information from any other provider. No EMR is required. The receiver is notified of the request and can then login and upload the documents requested. Finally, the requester sees that the records are available and retrieves them with a couple mouse clicks.



What is the GNAX HIE?

- Nationwide Health Information Exchange
- Web-based, easy-to-use
- HIPAA Compliant
- FREE

GNAX HIE Provides:

- **Stability** – The GNAX HIE is housed in its own AtlantaNAP data center, which supports some of the largest hospitals in the southeast. It boasts a Tier 4 electrical infrastructure for 100% guaranteed uptime with a redundant network that is second to none in the southeast.
- **Scalability** – The GNAX HIE runs on an enterprise-grade cloud platform providing instant scalability. The ability to handle aggressive growth with flexible and elastic resources will allow the HIE to grow and support providers across the country.
- **Security** – The GNAX HIE is fully HIPAA compliant. All patient and provider data is encrypted at rest and through the HIE portal. All exchanges occur within this secure environment. GNAX will manually confirm the identity and verify that each provider requesting to use the system is a licensed healthcare provider. However, just as it is today, it is the responsibility of the providers to gain patient consent and ensure information exchanges occur between known and trusted providers.
- **Usability** – To make it simple and accessible, especially to providers in rural areas, the GNAX HIE is web-based, with no EMR requirements and free. It also contains a national NPI directory for fast and easy provider look-up. Providers can manage several separate users of the system, assigning different levels of access to each. The login screen displays a dashboard to quickly manage requests.
- **Interoperability** – The GNAX HIE is constructed with popular and open standards and tools. Anyone can use the simple web-based portal. Future releases of the GNAX HIE will grow its feature set to encompass and interact with many critical healthcare applications.



About GNAX

Global Net Access (GNAX) is a leading healthcare technology infrastructure service provider offering hospitals, EMR/EHR solutions, pharmacies, labs and many other healthcare organizations HIE solutions, mission-critical datacenter colocation, managed hosting, storage and backup, as well as enterprise level VMware based cloud computing services. GNAX's cloud solutions deliver secure, scalable and self-service public and private cloud solutions that reduce expenses, improve application performance and increase organization agility. GNAX's 70,000 square foot mission-critical datacenter in Atlanta is SAS 70 Type II-certified with Tier-4 power and serves as its home base with an additional strategic facility located in Dallas, Texas.

The Benefits

- **Improved patient care** – Quick access to a full array of medical records gives doctors the full picture when making care decisions.
- **Lower costs** – Although the GNAX HIE is free, it does not mean it is not state-of-the-art, fully supported and cost justified. By providing this solution for free to healthcare providers, GNAX is offering a value-added service to all of its healthcare clients as well, greatly lowering costs so funds can be directed toward patient care. GNAX is committed to enabling its clients to do more with less.
- **Meet Federal guidelines** – The GNAX HIE meets Stage 1 “meaningful use” guidelines for the exchange of information between providers and offers a simple and fast way to satisfy national HIE initiatives.

Interested in the GNAX HIE for your state or practice?

The GNAX HIE is available nationwide to all states, communities and healthcare providers. To learn more visit gnax.net/healthcare.

