

GNAX DOES VNA

Think Outside the PACS

Meet the growing demands of PACS images and data. Store, share and back up in the cloud across all systems.

Radiologists are experiencing a wide array of clinical content in digital format. Including medical images into the mix can not only be overwhelming but costly and time consuming to manage.

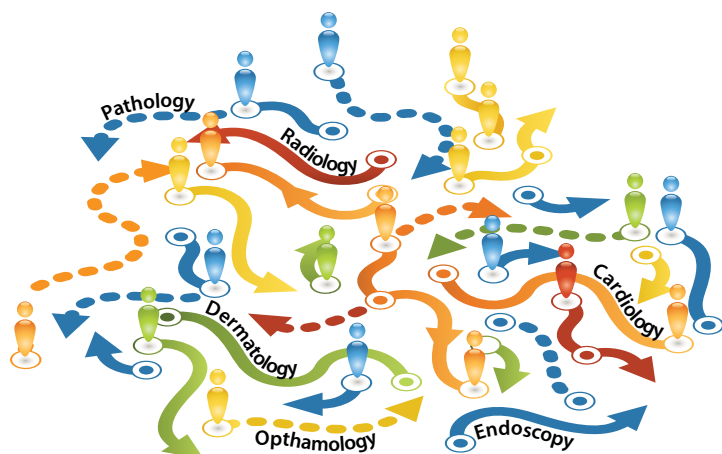
If your healthcare organization can no longer afford to manage, store and protect the increasing amount of medical images you produce, GNAX DOES VNA is your solution.

GNAX DOES (Distributed Object-based Elastic Storage) provides a flexible PACS Vendor Neutral Archive that combines the cost benefits of a cloud storage solution with the security of a permanent PACS archive. We normalize all of your medical images regardless of PACS system, and make them accessible from any viewer or via the web.

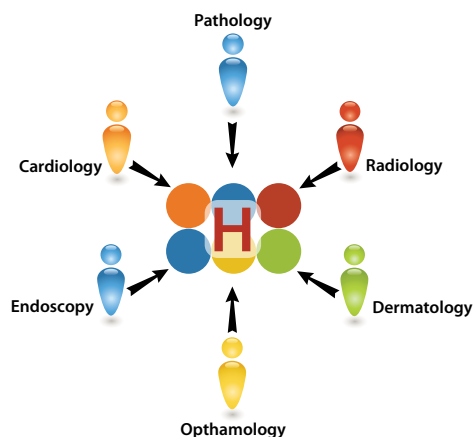
- Exchange studies securely across all clinical systems with unlimited storage capacity.
- Use the PACS you prefer without migration costs or technical obstacles.
- Meet image-related interoperability, meaningful use and ACO requirements.
- Enjoy online file and data management with real-time monitoring capabilities.

Typical Situation vs. VNA Integration

Before VNA



After VNA



Vendor Neutral Archive

Financial Considerations

On Premises vs. The Cloud

To deploy a Vendor Neutral Archive (VNA) on premises requires significant financial investments. Hard costs include secondary data center real estate, power, cooling, servers, storage equipment and FTEs. Soft costs include the impact on existing staff, unforeseen support costs, possible downtime and opportunity costs from technological resources being diverted from the core clinical operations that improve patient care and generate revenue.

This piece does not present a full-scale cost model for a hosted VNA, but these are the points that should be considered in a financial analysis when choosing whether to deploy a VNA in house or in the cloud.

Operating Expense vs. Capital Expense

Deploying an in-house VNA could prove prohibitively expensive. First, the capital required for a secondary data center, if one is not already in place, are enormous. Beyond that, every single piece of equipment will require purchase orders and likely committee approval, including compute and storage servers, hard drives, firewalls, network equipment, software site licenses, etc. Add the financing costs on top of that and one large sum of money is needed up front before any value is seen.

By outsourcing the VNA to a trusted vendor, capital expenditures can be minimized or eliminated. Customers pay only for what they use through a single operating budget line item, preserving precious capital.

Secondary Data Center

Beyond the costs of actually building a secondary data center, operating it properly requires a great deal of capital as well. Achieving proper redundancy in power, cooling and network operations are rare in many in-house data centers. A vendor who specializes in that infrastructure and offers it as a service to many clients can achieve superior performance with lower costs due to economies of scale.

Full-time Employees

How many FTEs does it take to run a VNA in house? This paper suggests three as a minimum. Depending on the needs and size of the PACS department, a medium-sized hospital could enjoy a full-service hosted VNA for nearly the same amount of employing three FTEs. With the hosted VNA, FTE expenditures can reach zero or even negative.

Storage

To host a large storage environment on premises requires a significant amount of extra capacity for growth, repairs and redundancy. On average, **50% of an in-house storage environment sits idle**, representing large amounts of unused capital. With a hosted VNA, capital costs for storage are eliminated and the customer only pays for the amount of storage actually used each month. Costs are low and predictable and make the most efficient use of capital.

Software Upgrades

Expected software upgrades may entail additional licensing fees or professional services. Since most of a hosted VNA system is centrally located at the vendor's facility and provided as a service, customers can avoid the costs and complexities associated with software upgrades.

Overall, customers of a vendor hosted VNA can expect to pay about 30% less than a comparable on-site solution. Hospitals continually face pressure to do more with less. Clearly the cloud hosted VNA represents an opportunity for hospital CIOs and CFOs to achieve that goal.

