

7

REASONS

YOUR

PRACTICE

SHOULD

BE

CLOUD

COMPUTING





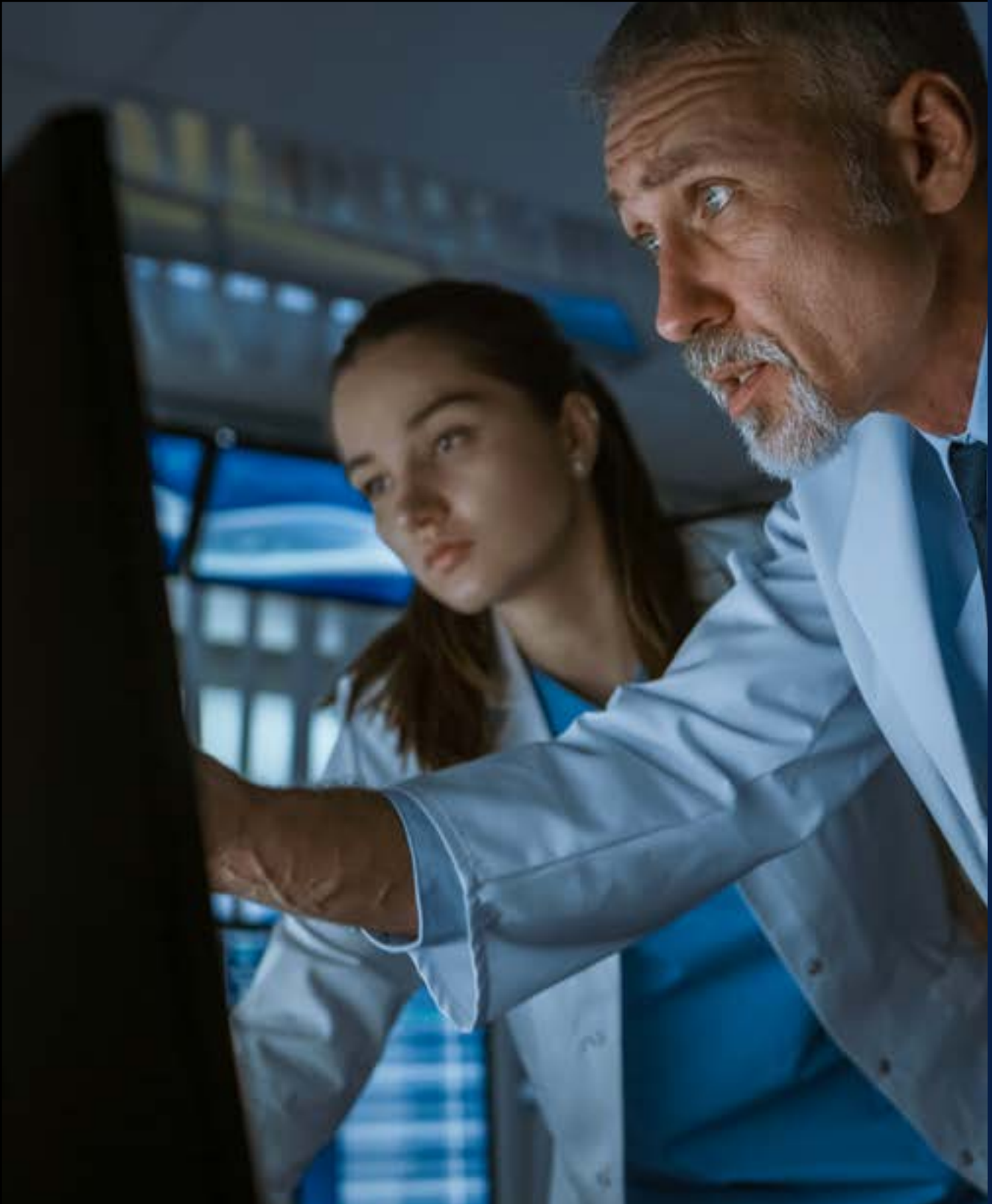
Lower costs

You may think that investing in cloud solutions is out of your budget, but migrating data and systems to the cloud actually [improves business processes and can reduce costs](#). The subscription model ensures you are only paying for services you need. There is no need to purchase expensive servers or additional hard drives or invest in a complex data storage infrastructure. Resources offered by cloud providers handle hardware and software maintenance as necessary.

→ **Real world implications:**

With the rising costs of maintaining a sustainable healthcare practice, every penny counts. Cloud-based services are more efficient, therefore, by transitioning to cloud services, medical practices can reduce costs which allows them to allocate those resources to hiring additional staff and improving patient care.





Speed

Utilizing enterprise cloud services streamlines [electronic record keeping for real-time updates](#) on relevant information, improving accuracy and delivering information to resources when and where they need it. This frees up more time for your team to focus on providing quality care to your patients.

→ **Real world implications:**

With systems automated and in the cloud, nurses are not constrained to a desk to update records. Instead, they can do what they do best — caring for patients. They also can find more time for professional development opportunities which makes your practice stronger.



Reliable scalability

The cloud has [virtually unlimited capacity](#) which means you quickly and easily scale based on your needs. Rather than waiting for the delivery and installation of new equipment or systems, cloud providers offer easier upgrades and reduced scaling costs. Larger cloud providers can leverage economies of scale to drive down data management costs for healthcare practices.

→ **Real world implications:**

The need for data storage in healthcare is growing exponentially with the use of wearable medical devices and electronic health records. If you need to order servers or additional hard drives because you need more data storage, you may be waiting for equipment availability, delivery and installation. In the cloud, you can immediately scale your systems, often with a simple phone call or online order.





Seamless collaboration

Cloud services, specifically storage of electronic health records, makes it easier for doctors to view medical records and collaborate on patient care. In the cloud, relevant information can be [shared securely and in real-time](#). The speed with which data on healthcare developments can be updated facilitates more accurate diagnoses and improves patient care.

→ **Real world implications:**

Consider that a physician is away at a symposium and there is a development in the case of one of their patients back at their practice. With access to medical records in the cloud, no matter where they are they can easily view their patient's charts and any interactions they have had with specialists in order to help facilitate better patient care decisions.



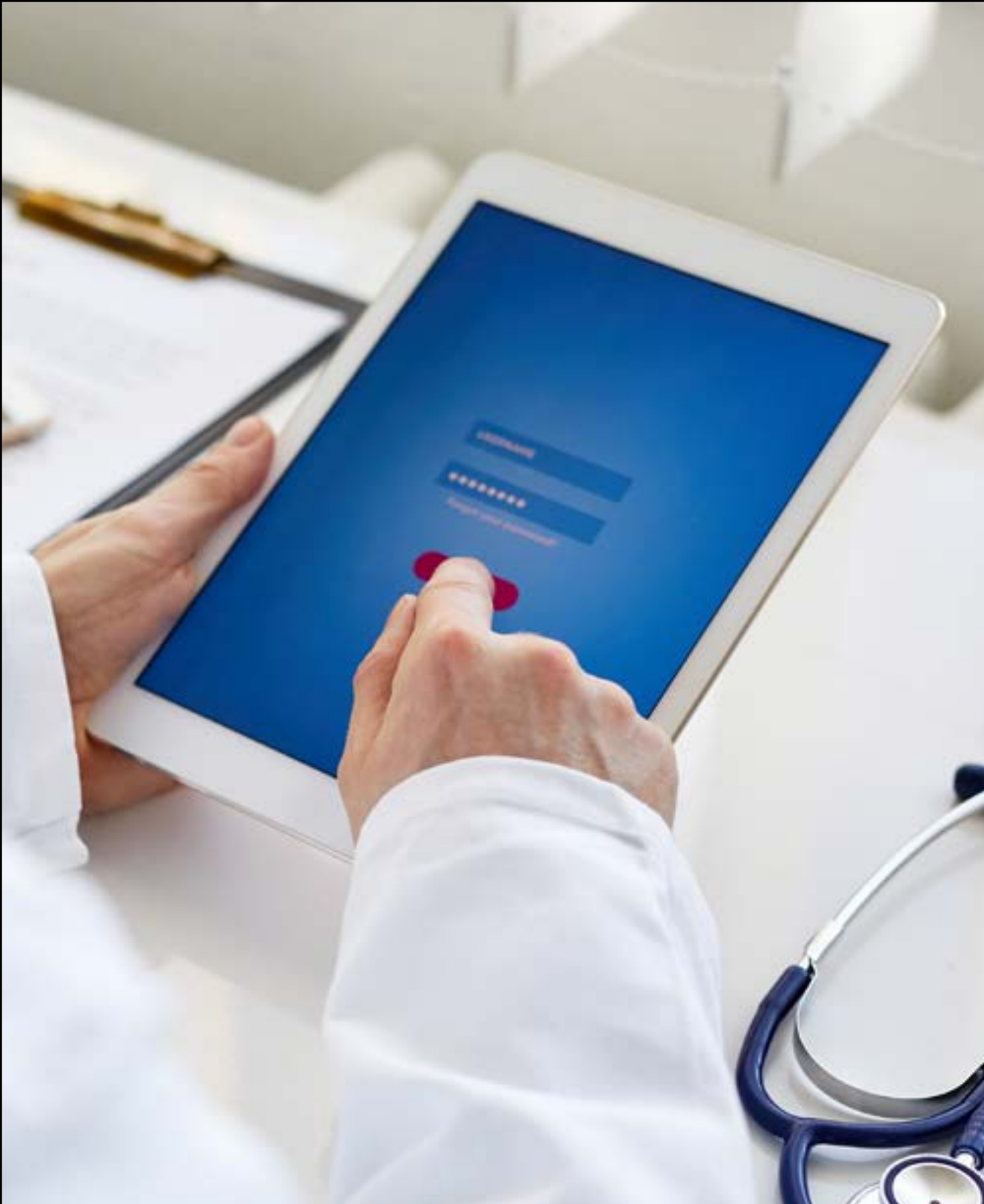
High-powered analytics

Enterprise cloud allows medical practices to use the power of big data to enable physicians to access and analyze large data sets for better diagnoses and treatment of patients. With cloud solutions, you can leverage the power of artificial intelligence, machine learning and predictive analytics more efficiently [and at a fraction of the cost.](#)

→ **Real world implications:**

Access to national databanks, along with the use of artificial intelligence allows doctors to make more informed data-driven decisions. They gain insights into patterns and trends so that they can detect and respond to public health threats sooner.





Security

Cloud computing is as secure and in many cases may be even more secure than legacy, on-premise data centers. [HIPAA-compliant cloud providers](#) offer a team specializing in risk management and monitoring services to protect your patients' sensitive data. Cloud solutions also include the automation of backups, to assist in disaster recovery after a system is compromised. In the event of a breach, remediation is far quicker, giving your team access to their data, applications and other vital resources.

→ **Real world implications:**

More than [19 million records](#) were implicated in healthcare data breaches in the first six months of 2022. Cloud providers have more resources to invest in local information security teams and tools, which translates to stronger levels of protection and adherence to HIPAA guidelines. Additionally, in the event of a breach, healthcare providers with cloud data storage can remediate more quickly and restore their systems.



Patient-centric approach

When patients take responsibility for their own well-being, their health goals are more achievable. Cloud-based portals store electronic health records for instant access including medications, test results, billing and the scheduling of appointments. They also offer a centralized place for ongoing dialog such as posting questions, messages and even live chats. The cloud has made it possible for providers to [improve patient engagement](#) and for each patient to become a more active participant in their own healthcare journey.

→ Real world implications:

Between soccer, theater club and school trips, it seems parents are always having to provide records of the kids' immunizations, physicals and even the results of COVID-19 tests. Now, with the convenience of cloud-based patient portals, they can easily print out electronic health records for each of their kids, even right from their phone. This new self-serve model also reduces administrative work for the practice staff. Suddenly, with the help of the cloud, healthcare has become less taxing and more convenient.



Of course, the goal is to provide the best quality healthcare and the best possible outcomes. The cloud can increase speed and collaboration, however cloud computing is most effective when you have a reliable and scalable network to improve your practice operations. You need a partner that empowers you to modernize your network in a cost-effective way and improve the healthcare journey for both your patients and staff.

Spectrum Enterprise understands that no two practices are alike. We have decades of experience partnering with practices of all sizes and understand that reliable, high-speed connectivity is foundational to advancing digital health initiatives and patient experiences.

To learn more about how Spectrum Enterprise can upgrade your network to help your practice adopt cloud computing, visit enterprise.spectrum.com/Healthcare

ABOUT SPECTRUM ENTERPRISE

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