

*How you can find amazing savings in time, money, and efficiency!*

## Web-based Applications

AdvancedMD allows physician offices to access their management software without the prohibitive costs associated with traditional server-based applications. Overall costs for management, maintenance and hardware requirements — not to mention all the associated headaches — are significantly lower with a Web-based solution like AdvancedMD. What's more, All of AdvancedMD's services, including software fees, training, and unlimited support, are included in the economical setup and monthly subscription. That means a much lower up-front investment, just for starters.



## Not the "Citrix" model...

Some vendors claim to offer the benefits of ASP (application service providers), but they're really just wrapping up a traditional application and renting it to you through a clunky interface — using the software in ways it was never intended. You'll still need a server in your office, and it will still be a pain to use, and you *can't* really use it from anywhere. A true Web-native application like AdvancedMD was designed from the ground up to run securely and effortlessly over the Internet, taking full advantage of the Web to maximize your savings and time efficiency.

## Web-based vs. Legacy Software

Following is a comparison of major items relating to both legacy software systems (commonly called the "client/server" model) and AdvancedMD's Web-based system (a Web ASP model). You'll see how the savings, both in money and business efficiency, add up in a hurry.

### Legacy Systems (client/server)

#### Server Hardware

**Costly servers, storage, and backup systems.** Server systems are complex, requiring high-density, redundant data storage, regular backups, and significant maintenance. And, they should be housed in an environmentally controlled room under lock and key. Yet, these servers — with critical practice data — often end up under a desk or in a closet, with little or no protection and control.

#### Installation & Setup

**Significant time and expense.** Significant technical resources are required to install and configure server-based networks, typically involving several days of service, travel costs, and office interruption. Additionally, the cost to maintain those servers, networks, and any other special computers add to the ongoing expense.

#### Time required to be "Up and running"

**Weeks and/or months.** A typical system takes 1-3 months to setup, install, and configure — all before you can even start training. Add to that disruptive onsite training, and you're looking at a lengthy time commitment before you can begin to realize any improvements a new system may bring.

### AdvancedMD (Web ASP)

**Nothing. Zilch. Nada.** Your office's data is stored on state-of-the-art servers with security that meets or exceeds HIPAA requirements. In addition, all servers are locked, firewalled, environment-controlled, and continuously backed up to maximize security, longevity, and performance. All you need is a PC and Internet access!

**Speedy deployment with no installation required.** All you need is a Web browser and your AdvancedMD username and password to get started. And with our easy Guided Setup and some convenient Web training, you'll be able to set up your account in short order — no technical consultants or onsite visits required!

**As quickly as a week!** We'll give you your login, along with your own working database and master files, in just a few days. That means you can start training whenever you're ready!

## Software Upgrades

**Cost, hassles and headaches!** Once you pay the additional fees to purchase the upgrade, you'll need to schedule your consultant to come onsite and upgrade every machine. Add to that the cost of downtime and office disruption, you have a huge, costly headache. Besides, when was the last time you had a software upgrade go smoothly?

**Simple, easy, while you sleep!** AdvancedMD installs upgrades remotely overnight, while you sleep comfortably in your bed. When you arrive in the morning, you just login and you've got the newest features ready to go! You'll wonder why you didn't think of this sooner...

## Timeliness of Upgrades

**When it suits the software company.** With traditional software, it's costly to print and distribute upgrades on CD. As a result, minor bug nuisances are put off until the next major release. Even smaller maintenance releases require downtime and installation on each machine.

**As customers dictate, and as often as necessary!** Because we're Web-based, AdvancedMD can deploy minor bug fixes to our software almost as soon as we find them, sometimes by the next day! And, as usual, you don't have to do anything.

## Security

**A scary proposition.** With all the HIPAA-regulated data on your premises, you're responsible for all the security and privacy measures to protect both physical access and network access to that data. Unless you enjoy being a network technician in your spare time, it's a daunting task.

**100% HIPAA compliant!** AdvancedMD completely manages security of your data, and provides excellent privacy features as well to help you be 100% HIPAA compliant — all the time.

## Data backup and storage

**Expensive, time consuming, and risky business!** In-office backup systems are a daily chore. This requires a separate backup tape for each day and usually consumes up to an hour to complete. To ensure a quality backup, all staff must exit the system during the backup, incurring downtime. Then, you must take that backup off-site. Plus, studies show that up to 40% of office backups are bad — they don't even restore your data, and they are never verified.

**Hassle Free!** AdvancedMD removes the entire backup hassle from you. We backup your data continuously throughout the day, and then restore the backup **twice** to ensure its integrity. Plus we automatically keep secure updates in an out-of-state location for disaster recovery.

What's more, it's still your data. You can download a complete copy any time to make your own backup!

## Remote access

**Complicated and costly.** Requires several elements of complex technology installed in your practice. Thanks to HIPAA, you will also need to implement a security scheme that will protect your patient data during remote access. And you may need a VPN or other special network solution. Plus, you can expect significantly reduced performance when accessing remotely. Bottom line? High cost, high hassle.

**Anytime, anywhere!** Because AdvancedMD is 100% Web-based, you can access your system from any PC with Internet access—home, hospital, or hotel room. Just login with your password and you'll have the same snappy, real-time, HIPAA-compliant access as in your office. No limits!

## Multiple office support

**Pricy, complex, and inefficient.** Multiple office support comes at a very high price with server-based software. Besides secured, dedicated data lines, expensive networking and costly management, you'll face the ongoing headache of synching up data from various locations. The cost of redundant data entry alone is enormous.

**Built right in!** AdvancedMD gives you multiple office support automatically. Each location can share the same real-time data securely over a standard, inexpensive Internet connection. No special lines, no merging, no duplicates. And we offer a suite of special Central Billing tools to make managing multiple offices a breeze!