



Software to Improve Healthcare Efficiency



## Interbit Data Company Backgrounder

### **Dedicated to Bringing Simplicity and Efficiency to Healthcare Operations Automation**

Interbit Data offers secure, reliable and cost-effective software solutions that improve the operational efficiency of healthcare organizations. Interbit Data solutions help increase productivity, reduce costs and stop paper waste. For example, NetDelivery with the Integration Module enables HL7 integration with multiple physician EMR systems without the purchase of expensive interface suites. As a result, healthcare organizations are able to deliver better, more consistent patient care.

Interbit Data was founded in 1997 by its current principals to provide technology solutions for MEDITECH customers that augment the MEDITECH HCIS. Its software products are focused on facilitating and securing users' handling of critical health information and allowing customers to more easily and confidently adopt current technology.

Since Interbit Data was launched, the privately-funded company has steadily grown in terms of revenue, customers and staff. In 2009 and 2010, the company was named to the *Inc. Magazine* list of the 5,000 fastest growing private companies in the United States. As of October 2010, the company's products were in use by more than 650 MEDITECH customers. From its headquarters in Natick, MA, Interbit Data serves healthcare organizations across the United States and in Canada and the United Kingdom. Customers are hospitals whose primary needs are exchanging and integrating data, protecting the organization from service interruptions, and data management.

Interbit Data's products and services reflect its commitment to enabling data interoperability, ensuring business continuity and complying with HIPAA. The company is increasingly proactive with its customers and dedicated to providing a high level of service that ensures customers maximize its offerings and continually realize benefits.

### **History**

#### **Company Built on Vast Foundation of Healthcare Information Technology Experience**

Originally founded as Medical Systems Solutions in 1997, the company became Interbit Data in 2001. The company's principals have over 30 years of experience in healthcare IT and numerous years in sales and infrastructure development roles at MEDITECH and JJ Wild, a vendor to MEDITECH hospitals that is currently owned by Perot Systems. Other members of the company's core management team also bring extensive healthcare industry, IT and MEDITECH experience.

Interbit Data was founded with the product NetSupport, which was conceived to allow MEDITECH personnel to connect to MEDITECH customers' hospital sites via the Internet and eliminate telephone toll charges. Ultimately, NetSupport became NetAccess, allowing individual user access from a computer client to MEDITECH via the Internet.

The company has since developed and introduced additional products: NetDelivery, Integration Module and NetFax for information distribution, and MPrint Server and NetSafe for business downtime protection. The company focuses on the technology lifecycle and evolving to meet the needs of MEDITECH customers, keep pace with MEDITECH product developments and address the increasing demands of the healthcare industry. Interbit Data is a recognized MEDITECH provider and an active member and participant in MUSE (the Medical Users Software Exchange), a non-profit organization of facilities using the MEDITECH HCIS.

Since its inception, Interbit Data has introduced new products on an annual basis, steadily increasing its revenue and customer base. Through the recent economic climate, the company has maintained its consistent revenue and growth as a result of the principals' product and market vision, its robust sales and marketing engine, and the demand for data integration solutions in the healthcare industry, due largely to HIPAA requirements. The company has averaged 50% revenue growth year over year since 2006 and expects its best year yet in 2009.

Going forward, Interbit Data plans to become the recognized provider of data interoperability and HL7 interfacing, and make NetSafe an industry standard at MEDITECH and other HCIS vendors. The company also aims to capture a foothold in the scheduling market with the MAPS Health Suite, a workforce optimization product offered in partnership with Allocate Software.

## Market

### Maintaining Competitive Edge with Complete Solutions Offering Proven Payback

Interbit Data has established itself as a leading provider of software and services for improving the operational efficiency of healthcare organizations. The company offers:

- Secure and reliable access and distribution of information from the HCIS to users inside and outside the facility;
- Capabilities for complying with HIPAA data transfer and security requirements;
- Business continuance and protection and availability of data during system downtime or failure;
- Data interoperability for meeting requirements for ARRA economic stimulus funding and achieving "meaningful use;" and
- A solution for simplifying and streamlining the staff scheduling process by using key performance indicators to address staff needs.

Over 25% of MEDITECH facilities use one of Interbit Data's software products for automating the transfer of data, simplifying data distribution processes, and maintaining the security of patient reporting. The company sells its products to hospitals ranging in size from 20 to over 1100 beds. Interbit Data's most prominent customers include HCA – Hospital Corporation of America, Cape Cod Healthcare, and Doylestown Hospital (PA).

In addition to being compatible with MEDITECH, Interbit Data's products are easy to implement and simple to use. They are flexible and accommodating, encouraging customers to engage in creative uses, and they ensure a high level of reliability. The company's pricing is all-inclusive, making its products less expensive than similar offerings in the marketplace.

Interbit Data's vast knowledge of MEDITECH allows them to understand customers' critical needs. The company provides superior support to its customers by partnering with them to address those needs and make any necessary customizations. Customers are assured of obtaining a complete solution with proven payback in the form of increased productivity, reduced paper waste, and greater availability of resources.

## Products

### Meeting the IT Needs of Healthcare Organizations While Reducing Costs and Saving Time

Interbit Data addresses healthcare organizations' needs in the following areas:

- **Information distribution** – Automating the ability to deliver and distribute information pro-actively yet securely to the user community in personalized ways;
- **Business continuance and downtime protection** – Protecting the organization from IT service interruptions; and
- **Workforce scheduling and optimization** – Allowing the hospital to efficiently allocate staff to ensure adequate coverage and reduce the costs of temporary and staff overtime.

Interbit Data's information distribution products deliver information securely and efficiently over the Internet in multiple formats and retrieval options. The company's business continuance products give healthcare providers continuous access to patient data in the event of a network or system outage. And, Interbit Data's workforce scheduling solution in partnership with Allocate Software ensures the people with the right skills are staffed at the right time and that staff members are only scheduled when they are required.

The overall top features of Interbit Data's products are MEDITECH compatibility, advanced functionality, intuitive use and cost-effectiveness. The products differentiate themselves from others in the marketplace by offering greater flexibility and reliability and low maintenance. Customers benefit in numerous ways, as the solutions allow them to save time and costs and reduce errors and waste. Hospitals and physicians' offices thus improve efficiency, eliminate risks and heighten their overall abilities to provide optimal patient care.

The following is a brief outline of Interbit Data's products:

#### Information Distribution/Report Distribution:

##### *Product supporting MEDITECH Client-Server and 6.0 platforms:*

- **NetDelivery C/S and 6.0** – Accurately distributes data and/or reports generated from an organization's MEDITECH client/server system to those who need the data and in the format most beneficial to them.

#### ***Products supporting MEDITECH MAGIC platform:***

- **NetDelivery** – Simply distributes reports from a healthcare organization’s healthcare information system (HCIS) to its user community via fax, encrypted print stream, encrypted file or email.
- **Integration Module** – Securely transfers patient data and reports from a healthcare organization’s healthcare information system (HCIS), reformats it into HL7 messages and enables integration into physicians’ electronic medical records (EMRs).
- **Distribution Wizard** – Efficiently collates reports generated by the MEDITECH HCIS and directs them to the proper recipients based on user-defined rules using data extracted from the reports.
- **Document Manager** – Easily and quickly assembles numerous electronic files into a single document and delivers it via NetDelivery to various recipients, such as patients, insurance companies, attorneys and others.

#### **Information Distribution/Network Faxing:**

##### ***Product supporting MEDITECH Client-Server and 6.0 platforms:***

- **NetFax C/S and 6.0** – Seamlessly integrates with the MEDITECH client/server system for directing faxes to defined users.

##### ***Products supporting MEDITECH MAGIC platform:***

- **NetFax** – Seamlessly integrates with a healthcare information system for directing faxes to defined users.
- **Desktop Fax Option** – Simply integrates fax and email functionality into different environments without the need for extensive modifications.

#### **Business Continuation:**

- **NetSafe** – Automatically captures and preserves patient information generated from the healthcare information system on any location on the network, making critical data available for lookup, review or printing whenever needed and ensuring consistent delivery of patient care when systems are unavailable.
- **MPrint Server** – Automatically directs reports to PC hard drives by defining the PCs and/or their printers throughout the organization as MEDITECH devices.

## Management Team

### Arthur Young – Founder and president

Arthur Young has been working with the MEDITECH community since 1984, when he began a 10-year career at MEDITECH. After years of achievement at MEDITECH, he joined JJ Wild in 1994 as Director of Sales to design and sell infrastructure solutions to MEDITECH hospitals and prospects. After achieving significant success at JJWild, he left in 1997 to found Medical Systems Solutions, the predecessor to Interbit Data. Since its inception, Interbit has focused its offerings on complementing the hospital infrastructure by providing secure and reliable methods of accessing and distributing information from the HCIS to users inside and outside the facility. Prior to his MEDITECH experience, Arthur worked for several years as a mental health specialist in geriatrics. Arthur holds a BA from Boston University and MSW and MBA degrees from Washington University in St. Louis.

### Ed Norton – Sr. Vice President & COO

Edward Norton joined Interbit Data as vice president of sales in 2005, bringing over 30 years of sales experience and a strong background in sales of software solutions to the healthcare marketplace. Before joining Interbit Data, Ed worked 15 years at MEDITECH, where he was a director of regional sales. Ed's sales and management experience started in the United States Marine Corps and expanded after earning a degree in Economics from the University of Massachusetts. Ed has demonstrated ability in all aspects of sales, including resource utilization, high impact presentations, sales cycle management, strategic market planning, negotiation and key account management. Ed also has a proven track record in team building, leadership and motivation. Ed worked 11 years for the Reynolds & Reynolds Company selling electronic accounting, materials management and full turnkey solutions to C-level executives.

### Oscar Beninati – Vice President, Sales & Marketing

Oscar joined Interbit Data in 2005 as an established 20-plus-year sales veteran with six years in the healthcare industry. Oscar has accomplished great successes throughout his career, such as exceeding sales quotas and achieving record sales in every industry, making him a proven sales and marketing leader. His experience in managing all aspects of enterprise-wide software sales and services to complex healthcare organizations of all sizes helps customers make decisions based on what is right for their organization. During his career, Oscar served as president and vice president of the New England Precision Metal Forming Association over five years. During his years with MEDITECH, he accumulated extensive knowledge in clinical transformation, workflow redesign, revenue cycle operations, and healthcare IT strategies for both the inpatient and ambulatory setting in the United States and Canada.

### Sarah Bloom – Account Manager, Existing Accounts

Sarah joined Interbit Data in 2009, bringing 10 years experience in the healthcare industry in key roles such as customer relations, support and training. Prior to joining Interbit Data, Sarah spent eight years at Cardinal Health, most recently serving as an on-site customer support representative for its Pyxis PatientStation at Lahey Clinic in Burlington, MA. She has accumulated skills in providing first-line technical and logistical product service as well as ensuring customer satisfaction. At Interbit Data, Sarah will be working with Interbit Data's existing customers to make certain they are maximizing the products

they are using, obtaining top-level service and utilizing all the solutions available for ensuring their organization is operating efficiently, securely and in a manner that allows them to provide the best in patient care.

### **Brian Main – Vice President, Technology**

Brian specializes in the development of software solutions for healthcare facilities and is responsible for product development and implementation. In particular, Brian focuses on features and upgrades that will further enable hospitals and other healthcare providers to save time and secure data as they distribute patient information and records across their organizations. Prior to joining Interbit Data in 2005, he spent several years as a programmer at MEDITECH, where he was responsible for creating, troubleshooting and supporting new and existing interfaces and applications.

### **Alexander Konstantinovskiy – Director, Implementation**

Alex joined Interbit Data in 2008 after working three years as an application specialist in MEDITECH's LAB implementation group. During that time, Alex implemented thirteen accounts, which included CMS, Streamline and 5.6 sites. Alex was also selected to work closely with development and lead MEDITECH's 5.6/6.0 LAB beta implementation for West Georgia. At Interbit Data, Alex utilizes his clinical and computer science knowledge to facilitate smooth implementation of the company's solutions.



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