



## Application Service Provider (ASP) Model

**Reduce your health information technology investment by subscribing to MEDfx through an ASP model.**

### ASP Model

PrimaryData offers two alternatives to storing and manipulating your patient data. The traditional in-house server-based system has been the mainstay of the healthcare industry for years. A more technologically advanced method rapidly gaining acceptance is the Application Service Provider (ASP)-based model, in which MEDfx is hosted in a world-class data center and accessed via secure connections over the Internet. That means that you can securely access MEDfx from anywhere in the world.

An ASP-based MEDfx installation supports decentralized access to centralized information. The ASP frees you from purchasing expensive equipment, installing software upgrades, and performing daily backups. The ASP general delivery model allows a practice to subscribe to MEDfx software rather than purchase the MEDfx license. GBA hosts, maintains, and performs the backups; conducts MEDfx upgrades; and maintains computer hardware. An Internet capability is integrated into the solution to support fast, efficient, simultaneous communications between your practice and individuals at multiple locations. GBA owns the software and the data center servers that run MEDfx.

Practice users access the software and applications through the Internet using their standard workstations. The cost for utilizing MEDfx is drastically reduced and becomes a predictable monthly line item expense.

### The ASP Advantage

With system housing and maintenance transferred to an off-site, secure data center, a practice realizes not only an improved bottom line but also enhances its productivity.

### ASP Benefits

- Web-based technology enables access to patients records from anywhere in the world
- Avoid purchase and maintenance of expensive servers
- Security and backups are in the hands of IT professionals
- ASP model reduces the cost of ownership and operation
- Eliminate support fees, software upgrades, and maintenance expenses
- Affordable for small and large implementations
- Enjoy the benefits of an ASP designed specifically for the internet and not retrofitted for it
- Simplified implementation
- Redundant internet and electrical capabilities ensure minimum down time
- State of the art data storage facility

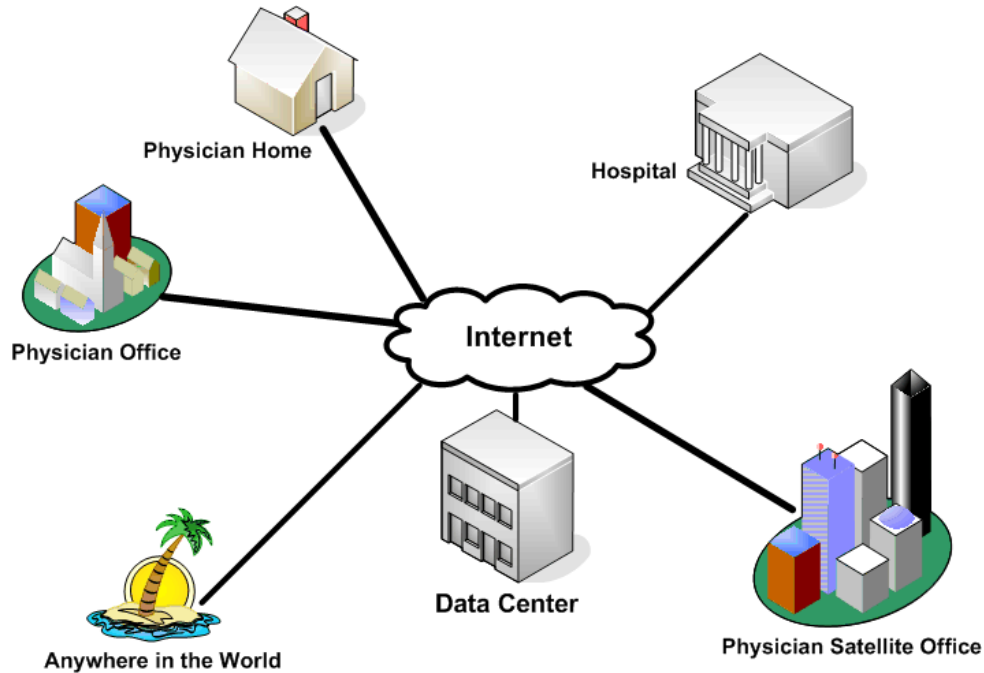
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Partnering with an ASP provides an alternative for smaller practices with low IT budgets, as well as larger practices interested in outsourcing some or all aspects of their IT needs. In either case, practices are able to focus on the delivery of services by outsourcing IT requirements.



*ASP Model with secure connectivity through the Data Center and services by GBA.*

The ASP model supports virtually unlimited growth. There is no need to worry about growing your practice beyond the capabilities of your computer system. Unlike legacy systems, additional expensive on-site equipment like costly servers, software, and IT resources is unnecessary. Adding another terminal or location requires an off-the-shelf PC, a broadband Internet connection, and an ID and Password. Installation is quick, easy, and affordable.

Perhaps the most coveted feature of the ASP is the assurance that the latest technology is being utilized to run your business and professional IT personnel are supervising its functions.

**Call today to learn more about  
utilizing MEDfx through the ASP model.**

**720-226-9270**

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