

### About Customer

HealthEdge's HealthRules® Payer automates healthcare transactions and enables real-time engagement among payers, providers, and patients. Its next-generation SaaS platform empowers health plans to adopt new business models, reduce costs, and improve healthcare outcomes.

[www.healthedge.com](http://www.healthedge.com)

### Geo

North America

### Industry

Healthcare

### Solution Area

Accelerate Core Applications  
Activate Real-time Analytics  
Enable Multicloud  
Modernize Data Protection  
Power Artificial Intelligence

### Pure Storage®

#### Products in Use

Evergreen//One™  
FlashArray//X™  
FlashBlade®  
Portworx® Enterprise  
Pure1®

# A Digital Foundation for Digital Healthcare Payers

Founded in 2004, HealthEdge automates and connects payers' administrative and clinical systems. Following significant growth, it now serves more than 120 health plan customers covering over 76 million lives.

To scale quickly and cost effectively, the HealthRules Payer division, which oversees the company's flagship claims adjudication platform, adopted Pure Storage via the Evergreen//One subscription model. Now, the business unit has the financial flexibility to pay for the storage it needs—and only when it needs it—while benefiting from the performance, data protection, and efficiency of the Pure Storage platform, including Portworx.

"Evergreen//One gives us the financial flexibility and operational agility to sustain our growth as a data-driven healthcare business."

**KENDRA MCCORMICK,**  
SENIOR MANAGER,  
DATA CENTER &  
NETWORK OPERATIONS,  
HEALTHRULES PAYER

## Creating Connections to Improve Patient Experiences

HealthEdge and its portfolio of mission-critical technology solutions for payers are driving digital transformation in healthcare. Customers, comprised mostly of health insurance companies, rely on HealthEdge to exchange real-time data and streamline workflows, including claims processing. Its HealthRules Payer platform does this quickly and accurately which, for its customers, means less manual processing, more operational efficiency, and lower costs through automation.

### Impact on HealthRules Payer



Minimizes customer downtime for fast and easy access to health data



On track to reduce data center footprint by 70%



99% less time spent on monthly database updates with containerization

## Challenges



Rapidly growing business created annual data growth of 30%



Scaling storage in hyperconverged environment was costly at \$150K/node



New security threats required extra protections for personal health data

“Our customers’ data is at the heart of life-changing decisions, such as whether a parent can access cancer medication for their child,” says Kendra McCormick, Senior Manager of Data Center and Network Operations for the HealthRules Payer division of HealthEdge. “If the data isn’t available, people have to make care decisions that are at best a minor inconvenience, or at worst harmful to their wellbeing.”

Managing annual data growth of 30% for its 50 HealthRules Payer customers—whose data is kept forever—was taxing the growing business unit’s hyperconverged infrastructure. “We needed to scale storage quickly,” says McCormick, “but in a hyperconverged environment we couldn’t just add more storage. We had to buy a whole new node, which included more compute and networking.” At \$150,000 per node, it was an expensive and unsustainable growth strategy.

Security was also a top priority for the business, which acts as a steward of personal health data for its customers. Adding the latest data protection capabilities would help HealthEdge continue to meet HIPAA compliance standards and service level agreements (SLAs).

## Realizing Cost, Flexibility, and Sustainability Goals

HealthEdge began replacing some of the hyperconverged infrastructure in its HealthRules Payer division with Pure Storage FlashArray//X via the Evergreen//One subscription model. “Evergreen//One gives us the financial flexibility and operational agility to sustain our growth as a data-driven healthcare business,” says McCormick. “By cutting our own costs, we can help providers keep costs in check for their members.”

As a result of this early success, McCormick and her team decided to replace the entire legacy footprint with Evergreen//One for all of the division’s customer workloads. This will cut the division’s data center space requirements by 70%, helping to reduce its carbon emissions and boost energy efficiency.

“Our goal is to run our data centers as efficiently as possible, and our Pure architecture helps us do this,” says McCormick. “An average data reduction rate of 3:1 on our arrays enabled us to cut power and cooling costs and reduce our emissions, even as we grow.”

Guaranteed Evergreen//One SLAs for performance, capacity, availability, ransomware recovery, and energy efficiency also align with the company’s top priorities. For example, in addition to mitigating ransomware with immutable SafeMode™ Snapshots, the ransomware recovery SLA for Evergreen//One guarantees a clean storage environment in the event of an attack.

“The ransomware recovery SLA in Evergreen//One gives us the peace of mind that we can recover quickly and with additional support when we need it most,” says McCormick.

## Saving Hours of Time, Gaining Confidence and Innovation

Oracle databases, which support the HealthRules Payer platform, as well as Microsoft SQL Servers and 8,000 virtual machines, run on FlashArray//X. HealthRules Payer customers connect securely to their segmented data. An ActiveDR™ configuration, coupled with VMware Site Recovery Manager, provides robust business continuity and disaster recovery and minimizes downtime.

## Results



3:1 data reduction supports growth for existing and new customer data



Reduces expenses, helping to contain costs for customers



Boosts resilience and recovery time by 71% without sacrificing performance



"By embracing digital transformation from within, we are in a better position to help our customers improve member outcomes while keeping costs down. Pure Storage is an invaluable partner on this journey."

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"Disaster recovery testing for a single customer used to take up to 14 hours and inevitably caused downtime," says McCormick. "With Pure, we can fail over and fail back in less than four hours. This gives our customers the confidence that we can meet our SLAs if there is a true disaster."

Using Pure1, HealthEdge can manage its environment of up to 4PB of as-a-service data. The built-in dashboard and analytics help the team forecast their needs as they consider exploring new initiatives in cloud computing and the public cloud, including Microsoft Azure—and of course, containerization.

For example, HealthEdge maintains at least two copies of every customer's database for a specific third-party application that integrates into the HealthRules Payer platform. At a minimum, that meant McCormick's team needed to update at least 100 database instances every month to reflect the most accurate information.

McCormick's team now runs applications such as Melissa Data, which verifies customers' addresses, on Kubernetes. Using Portworx, engineers can make updates to a single deployment of Melissa Data, which are in turn reflected across all database instances. This used to take up to 400 hours a month to complete. Now, the task is completed in 99% less time—just four hours.

"We've only scratched the surface of what we can do with Portworx, but the results have been astounding to date," says McCormick.

### Delivering Ongoing Value Through Data

With less time spent on maintenance and upgrades, McCormick and her team can help drive a company-wide automation, containerization, and public cloud projects.. "By exploring cutting-edge technology, we can maximize the value of customers' data to help predict risks using artificial intelligence and automation," says McCormick. "Pure Storage is foundational to this initiative."

McCormick is also looking to the experience of her colleagues in the company's Source business unit, which runs FlashBlade on Evergreen//One, to determine how HealthRules Payer can leverage more products in the Pure Storage portfolio. That includes FlashBlade//S™ for unstructured data workloads and backup.

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