



## The Verden Group Improves Security of Data Critical to Business Operations with FileWorks Online™



### The Challenge

- To remove data files from individual desktops and secure them on a central server where the data cannot be altered.
- To make files more accessible when employees work outside of the office.
- To organize, secure and back up a growing library of information.

### The Solution

FileWorks Online™ provided secure, online file storage that is accessible from any computer with an Internet connection. Files in storage cannot be altered. Access to each file is tracked.

### Return On Investment

- Greatly improved security over the previous method for storing data provides the company with greater peace of mind about the data at the core of operations.
- Data files previously stored on individual desktops are now centralized and organized.
- Staff now has greater accessibility to files which provides greater efficiency when working outside the office.
- No investment of capital or staff time to install, maintain and back up a server.

### CASE STUDY

FileWorks, Inc.  
[www.FileWorks.com](http://www.FileWorks.com)

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## The Verden Group Improves Security of Data Critical to Business Operations with FileWorks Online™

*Implementation of FileWorks Online™ provides The Verden Group with security for industry data collected for medical professionals*

### EXECUTIVE OVERVIEW

With a busy, leanly staffed office, The Verden Group supports healthcare providers by keeping medical professionals informed about changes in insurance companies' administrative and clinical policies, procedures and reimbursements. A breakdown in the chain of communication could result in disaster for the company.

A year into business, The Verden Group was daily tracking 70,000 Web pages owned by 170 managed care companies. The continued growth of the company required a secure, reliable, accessible solution to store and organize research data.

### CORPORATE PROFILE

Founded in response to the overwhelming complexity and volume of change in the managed care industry, The Verden Group has carved a unique niche as a central resource for information about managed care companies and the managed care industry. The Verden Group focuses on analyzing the industry from the perspective of physicians, practices, vendors and healthcare organizations.



The Verden Group monitors, collects and archives data from over 70,000 Web pages on sites owned by 170 managed care companies. The company documents policy and procedural changes and conducts research and analysis on managed healthcare companies and their services. In addition to providing practice management and contract negotiation consulting services, the company supports the industry with Verden Alert, an email alert service customized by medical specialty that contains information about changes in policies and procedures from the managed care companies associated with the physician; *Verden Report*, a quarterly report on managed care companies; and Verden Library, a comprehensive library of insurance company materials, such as provider manuals, newsletters and company websites.

### THE BUSINESS CHALLENGE

Although the company was young, it quickly amassed a sizeable volume of information that promised to continue increasing exponentially. The challenge at The Verden Group was twofold. First, to centralize and secure data and, second, to provide an accessible system to store and organize a growing library of information.

According to Susanne Madden, President and CEO of The Verden Group, FileWorks Online™ is an integral part of the company's business operation for tracking the changes in the managed care industry. Securely storing and documenting this information is the core of The Verden Group's mission to provide comprehensive information and serve as a primary resource to the industry.

## THE FILEWORKS ONLINE™ SOLUTION

Prior to turning to FileWorks Online™ to centralize files and make information secure and accessible, the company stored data on individual desktops. In a business where information is the value of the company, Madden did not want to risk the loss of data through computer malfunction or theft. She considered installing a file server, but was concerned about the high cost of the equipment and technical support.


Madden turned to Web-based systems for sharing files and data. The company selected an online system, but after implementing a product trial, discovered it lacked the features needed to adequately secure the data.

“We selected FileWorks Online™ because it is better organized, more secure and easier to use than other Web-based options,” said Madden.

Security and reliability were the key features The Verden Group considered when making the decision to implement FileWorks Online™. They were impressed by the level of security, including the added protection of file encryption when data is stored on the FileWorks Online™ server. Immediate data replication to a backup server also safeguards the data. Individual files cannot be altered while stored in the FileWorks Online™ system, giving The Verden Group assurance that the data collected will remain historically accurate.

With daily tracking of changes to over 70,000 Web pages, accessibility was beneficial for the smooth flow of work processes. The Verden Group was attracted by the ability to access and upload files using the Internet and any computer. This allows staff to access or update information while on the road or away from the office.

The cost of FileWorks Online™ is substantially lower than the cost of running their own server. But more important to the company is the value of securing data. The company estimates it would take months and thousands of dollars to recompile the data. Madden feels “it just makes sense to keep an up-to-date backup of the data library in one secure place.”



“Without easy data accessibility, synchronization of workflow, maintenance of the data library and archiving of important information, we would not be able to successfully deliver on our promises. FileWorks Online™ is a key component of this process.”

Susanne Madden  
President & CEO  
The Verden Group  
Nyack, NY

### ABOUT FILEWORKS™

FileWorks™ provides hosted and in-house software solutions for document management. Starting in the healthcare industry in 1997, FileWorks™ technology handles confidential and business-critical files and critical document management processes.

FileWorks Online™ is an affordable alternative to in-house servers and IT staffing. Developed in 2007, FileWorks Online™ is a hosted, Web-based, secure online file cabinet for file storage and document management. With a simple-to-use website interface, FileWorks Online™ securely stores files on the FileWorks™ servers. FileWorks Online™ utilizes the latest technology safeguards to secure and protect documents in transmission and while stored. Immediate replication of files to an offsite data center ensures backup of files stored with FileWorks Online™. Built-in productivity tools (including faxing, electronic signatures, instant notifications, document notes and email links) improve business process efficiency whether staff is in or out of the office.

With installations supporting millions of documents, the iFile software suite provides robust workflow for complex business processes. Combined with high-speed scanners and fax servers that convert documents to digital files, iFile creates an efficient and secure paperless workflow environment for medium- to large-scale operations.