

**PIWIK** PRO

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# Case Study: DrFirst

Deploying a HIPAA-compliant & High  
Performance Analytics Platform



## About DrFirst

DrFirst provides software solutions and services that enable real-time access to patient data, improving communication and collaboration between caregivers, which helps doctors to drive better health outcomes. Medical and dental practices, hospitals, and EMR/EHR/HIS systems take advantage of their wide range of integrated technologies, stand-alone solutions, and consulting services. Their services touch medication management, care collaboration, and clinical data sharing, as well as medication adherence and behavioral support. Over 57,000 providers and 60% of the healthcare IT vendors depend on DrFirst every day to save time and money and to optimize diverse aspects of patient care.

## Challenge

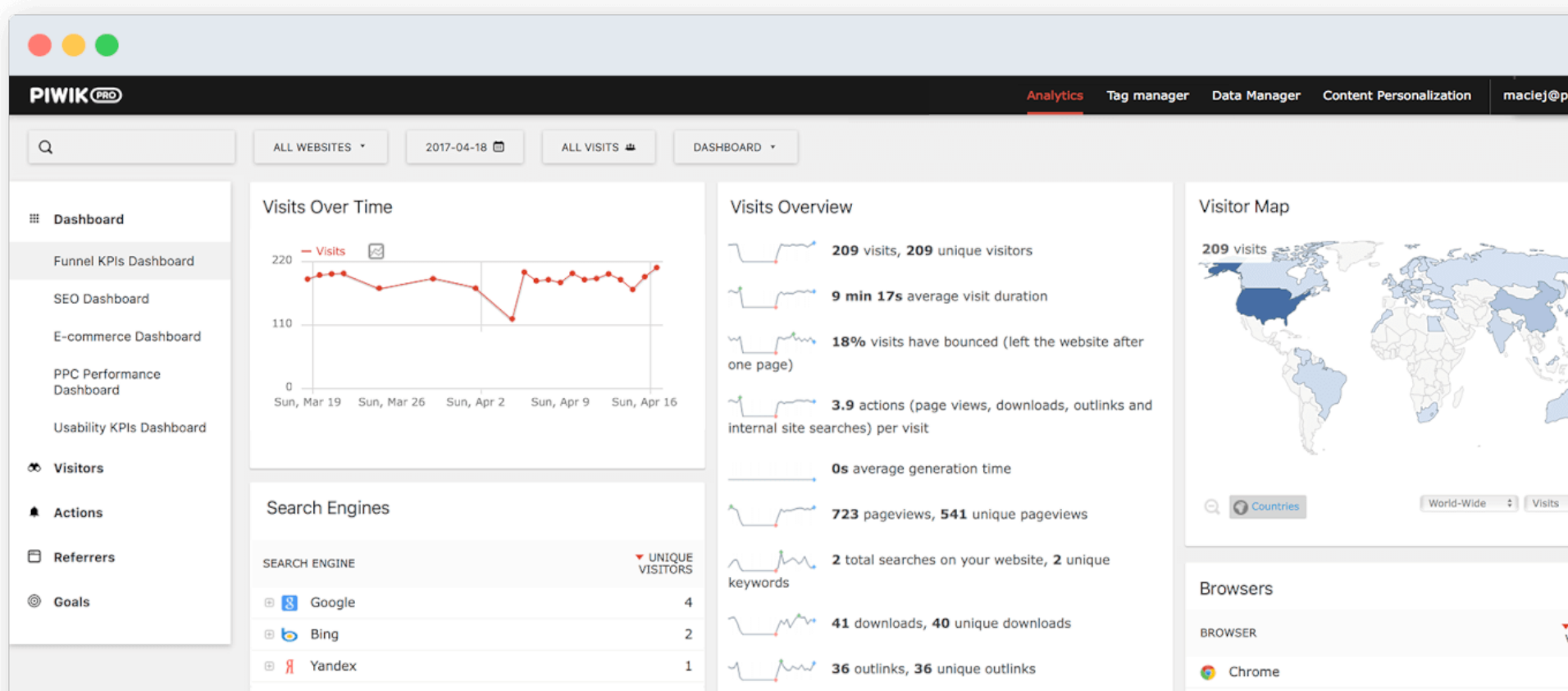
DrFirst required a HIPAA-compliant secure analytics solution in preparation for a new product launch. The product development team needed to better understand the user journey and overall engagement in their new client-facing application – this was a new product that would contain sensitive health protected health information (PHI). Due to this, the DrFirst team decided to look for an on-premises analytics solution in order to have full control of the application and the underlying data. What's more, their R&D team preferred to operate in stealth mode. It was out of the question to send data to a third-party cloud about software that was still in development. On top of it all, the analytics software needed to be able to collect and process up to 250 million actions per month; performance was paramount.

# Solution

Piwik PRO quickly rose to the top of list among on-premises analytics solutions. DrFirst saw it as an ideal software solution to address their unique challenges. Their product team saw a demo and the choice became obvious. Enterprise-level support from Piwik PRO's technical team in addition to being able to self-host were decisive. They also required that their own technical team perform the deployment. Piwik PRO was easily able to accommodate this – our technical team delivered the analytics software packages, installation instructions, and best practices. We were with DrFirst every step of the way until the analytics solution was humming along in a production environment.

## Results

- On-Premises deployment - Piwik PRO was able to help DrFirst deploy their analytics instance on their own servers, located within their secure data center.
- HIPAA compliance - DrFirst already had a wealth of experience deploying HIPAA compliant applications. They were able to follow their own internal policies and standards to protect the data collected by Piwik PRO analytics.
- Reliable user-level data - Piwik PRO's user-centric reporting gave DrFirst an in-depth understanding of their individual user customer journeys. They could segment and compare visitor profiles to know exactly how their customers engaged with their product.
- High Performance - The analytics instance was deployed on a redundant, multi-server environment able to support well over 250 million actions/month.



# About Piwik PRO

Piwik PRO provides an integrated marketing suite tailored to the individual needs of enterprise clients. What makes Piwik PRO unique is our commitment to data protection. Our main products are deployed in both on-premises and cloud versions, and each of them adheres to the strictest privacy and security regulations while ensuring our partners retain full data ownership.

The Piwik PRO team consists of seasoned analytics experts and engineers who have advised on and delivered a wide range of successful implementations. Acting as your technology partner, we share our expertise, tailor our products and services to match your particular goals, and support you from start to finish. We take enormous pride in helping businesses and public sector organizations thrive!

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