



# SimplyWell Stays Ahead of the Competition with FNTS



## Challenge

- Develop healthIT software application
- Hosting and infrastructure to support application
- No information technology experience
- Meet HIPAA compliance and healthcare information management best practices

## Solution

- FNTS Managed Services

## Results

- Selected right-fit application development partner
- Outsourced monitoring and management of IT environment
- Attained flexible storage and server capacity in state-of-the-art data center
- Ensured healthcare regulations and requirements are met



**SimplyWell**  
Where Health Counts®

Founded in 1998, SimplyWell LLC is a physician-owned and physician-driven healthIT company based in Omaha, Nebraska. Offering innovative healthcare solutions, SimplyWell develops and implements integrated health programs to help employers, individuals and physicians work together to make healthy living a little less daunting, a little more proactive and a lot less costly.

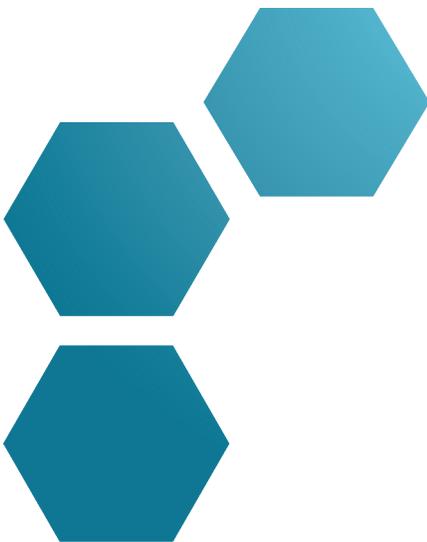
While a successful family of healthcare applications today, SimplyWell began as a conceptual idea among a group of medical professionals. Their objective was simple: To create solutions that improve the health of populations through educating, engaging and empowering individuals to live healthier lives. Turning this vision into a reality, however, was much more complicated.



“We believe the partnership with FNTS gives us a leg up against our competition. It’s given us the opportunity to leverage all of their resources without having to manage it all ourselves. FNTS’ services and delivery is second to none.”



Michael Demman  
CEO



## Filling the Gap in IT

In 2004, the entrepreneurial physicians realized they needed a dedicated technology partner with the expertise to help them select a right-fit application development company, as well as a state-of-the-art data center to provide the hosting and infrastructure to support the application for clients nationwide. A year before the technology was developed, SimplyWell chose First National Technology Solutions (FNTS) as that partner.

Though SimplyWell’s founders were qualified to produce a comprehensive healthcare program, they did not have the IT experience necessary to confirm they were building a software platform that was secure and stored the data in a reliable environment. To fill this gap, FNTS offered its resources to ensure SimplyWell selected the best application development partner to fit its needs.

“FNTS took on the role of chief technology officer as we vetted through application development companies,” said Michael Demman, CEO of SimplyWell. “They presented the key players, helped throughout the interview process, and even identified the vendors most in tune with health information management and HIPAA compliance.”

Today, FNTS works collaboratively with the software developers to provide end-users with a positive experience and align both the infrastructure and applications for business growth. In addition, FNTS ensures the company’s solutions are up-to-date, educates its leadership on the ever-changing dynamics of technology, and proactively presents new solutions as they evolve. However, SimplyWell not only appreciates FNTS’ team of experts; its best-in-class technology and Tier IV data center have proven to be successful marketing tools.



“If you’re serious about your business and want to succeed, then you want FNTS. They bring quality, credibility and great technical expertise that is important to maximize the value of your data center infrastructure and support your company as it grows.”

## Growing in the Cloud

FNTS still serves as SimplyWell’s IT team, providing ongoing monitoring and management of the systems, storage and backups that the application relies on. Outsourcing its IT to a team of experts, SimplyWell’s leadership has peace of mind and its staff is empowered to focus on business strategy and sales initiatives. “I sleep well at night knowing that our data is secure, with best practices in place and the best products and services available,” said Demman.

As the company continues to grow and add new clients every day, FNTS will be there, as it has been from the beginning, providing the cloud server and storage capacity for SimplyWell’s growing applications. SimplyWell first engaged FNTS at the onset of the company, and its CEO has no reservations in maintaining the partnership in the future.

“If you’re serious about your business and want to succeed, then you want FNTS,” said Demman. “They bring quality, credibility and great technical expertise that is important to maximize the value of your data center infrastructure and support your company as it grows.”

