

# Vital Support Systems

Working together allows these two Midwest companies to provide complete technology solutions for healthcare organizations around the country.

## Perfect Partners

One-stop shopping is a well-established idea, but Vital Support Systems and HealthMEDX, Inc. (HMX) have brought it to a new level. Together, they offer superior software and hardware to extended care facilities around the country.

“The healthcare industry needs companies that deliver complete solutions, companies that know what is available and what will work within the unique constraints of an extended care facility to make that business operate better and more competitively,” said Jeff Sparling, CEO of Vital.

Both Vital and HMX do just that. Founded in 1999, HMX is a software development company based in Ozark, Mo. that has an extended care client base of about 2,000 in 38 states, including long term care, home care, and rehab facilities. Vital has been selling and servicing high-end computing infrastructures from companies like HP and

Cisco since 2001 and has grown in that short time from 11 to 80 employees and generated 300% revenue growth.

HMX was the first provider of Web-based EHR systems for the extended care industry, thanks to 50% of the company's development resources that is put toward innovation. Dan Cobb, chief technology officer for HMX, said adoption of that technology has been slow in the extended care industry, so the company is focused on educating potential customers of the benefits EHR systems offer.

Vital also invests a great deal of time and resources to new developments. Sparling said the company is known in the industry for having the best-educated engineers and service staff, explaining that employees are constantly training on new products and systems.

Vital distributes and services the infrastructure HMX's clients need to run their software. The company specializes in virtualization, performance and information lifecycle management, security, and disaster recovery technologies.

There is no lack of demand for EHR programs and the infrastructure to run them. These services are in the short-term investment plans of hospitals and healthcare providers from coast to coast. EHR systems are proven to reduce risk and increase the quality of care, making healthcare providers more efficient and helping their businesses grow, according to Cobb.

### At first sight

Three years ago, HMX turned to Vital for support with a data storage project. As each company grew more familiar with the products and systems of the other, a mutually beneficial partnership emerged.



Jeff Sparling, CEO

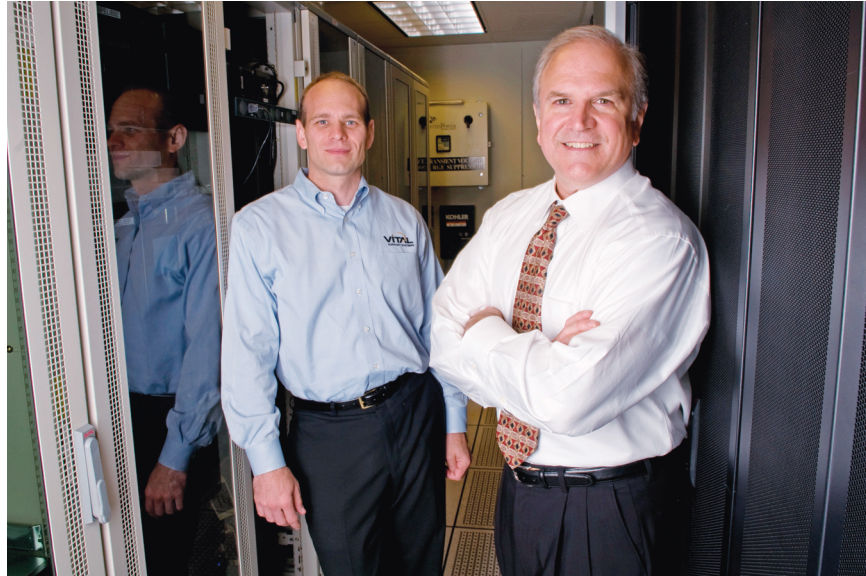


Jim Strait, account executive

Vitalsite.com  
HQ Urbandale, Iowa  
Services Distributes and services computing infrastructures



Chris Bingham, technical services manager for HMX, said the current partnership grew naturally out of the complementary businesses Vital and HMX are operating. They both emphasize establishing partnerships with their customers, and both customize their services to fit their customers' needs. Vital assigns a team of employees to develop a customized blueprint of the steps and responsibilities of each project while HMX offers onsite consulting and training.



It might seem complicated to get two companies working in sync, but these two companies are succeeding. "This partnership isn't challenging; it is an opportunity for us to bring a complete solution to a customer, which is what both companies set out to do," said Sparling.

He explained that Bingham and Jim Strait, an account executive for Vital, work closely to determine exactly what resources from each company will be required for a project, depending on the specific needs of the customer.

Vital is also actively involved in presenting service offerings to HMX's user group, Bingham said. Because Vital is so well acquainted with the requirements of HMX's programs, it can tailor solutions more and bring a level of expertise other hardware resellers can't.

"At HMX, we have great general knowledge of the hardware we need to run our programs, but our core is software development. This partnership with Vital allows us to focus on that with a peace of mind, and it allows us to offer a complete solution to our customers," he said.

Bingham and Strait also coordinate internal projects between Vital and HMX. Bingham said they are currently working on a technology refresh for HMX that will involve updating 80% of the company's infrastructure.

That provides HMX with a high level of confidence to refer its customer to Vital for infrastructure solutions. And, last year, Vital gained status as an elite partner to HP and a contract that allows Vital to deliver HP technologies to HMX customers all over the country, not just in the Midwest.

"From my perspective, this partnership is about quality from end to end. The best-in-class solutions HMX offers, coupled with the best-in-class computing infrastructure Vital offers, give our customers a competitive advantage," said Strait.

HMX's Cobb added that both HMX and Vital have had partnerships in the past that weren't as successful as this one has been. "It's critical that you let your partner play to its strengths while you play to your own. Keeping the delineation clear between who does what is how we've been able to work together so well." +

—Meghan Flynn



Chris Bingham



Dan Cobb



Contact: Jeff Sparling, CEO

515-334-5762

Jeff.Sparling@vitalsite.com

www.vitalsite.com