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EHR adoption calls for new data management strategies

*BridgeHead Software announces Webinar series on
balancing healthcare data storage costs with compliance, access requirements*

Woburn, Mass. – Dec. 9, 2009 – BridgeHead Software, a leading developer of healthcare data management software, today announced a Webinar series focused on the data management challenges presented by escalating EHR adoption. The series will kick off with, “Taking on the Healthcare Data Management Challenge,” on December 15, from 2-3 p.m. EST.

While EHRs are expected to improve the quality and efficiency of healthcare, industry experts estimate that hospitals may be managing as much as 60 GB of data per bed, per year, after EHR implementation. This increase in the sheer volume of data coupled with complex compliance and access requirements can erode IT budgets unless proper planning and cost-reduction initiatives are deployed.

Brian Babineau, a senior analyst for Enterprise Strategy Group, will lead off the December 15th Webinar and discuss compliant, cost-efficient data management strategies to address this new IT challenge. Drawing on his research, Babineau will also provide advice on how to justify and secure support for such data management projects. Additionally, the Webinar will include information about Heterogeneous Enterprise Archive Technology, or HEAT™, an innovative archiving appliance from BridgeHead Software and Sun Microsystems.

“Healthcare IT budgets are already stretched, with storage systems, software and services currently accounting for nearly a third of the expenses,” said Tony Cotterill, president and CEO of BridgeHead Software. “With the adoption of EHR comes not only a greater demand for IT resources, but also the need for a more complex data management strategy driven by compliance and access requirements. Understanding the true costs associated with storage and being aware of simple cost reduction initiatives, IT professionals will be better positioned to forecast their organization’s data management needs and secure support for related projects.”

The link to register for the “Taking on the Healthcare Data Management Challenge” Webinar is <http://j.mp/5l6hqq> .

ABOUT BRIDGEHEAD SOFTWARE

BridgeHead Software is a leading provider of Healthcare Data Management (HDM) software for healthcare institutions and is the world's leading provider of MEDITECH data protection, with over 300 hospital networks worldwide supporting more than 1,000 individual hospitals. BridgeHead HDM combines backup, archive and recovery capabilities with seamless integration into specialized healthcare systems and applications commonly found in healthcare environments, including MEDITECH HCIS, PACS systems from multiple vendors, Microsoft applications and leading storage systems. BridgeHead HDM is storage- and vendor-agnostic, enabling it to work with our customers' current and future systems infrastructure. To learn more about BridgeHead Software, visit <http://www.bridgeheadsoftware.com>.

ABOUT HEAT®

Heterogeneous Enterprise Archive Technology (HEAT) is an intelligent solution for cost-effective, long-term retention of healthcare data, jointly developed by BridgeHead Software and Sun Microsystems. It has been designed to enable healthcare organizations to manage the large volume of data that resides outside of Healthcare Information Systems (HIS), including paper documents and information contained in Picture Archiving and Communication Systems (PACS), making this information available to electronic health record (EHR) systems.

About Enterprise Strategy Group (ESG)

Enterprise Strategy Group (ESG) is a leading industry analyst firm that provides strategic guidance and unmatched service to technology vendors, IT professionals, venture capitalists, and institutional investors. The Enterprise Strategy Group evolved from the Enterprise Storage Group, and now offers products and services focused on application infrastructure and information security while it continues to set the tone for storage and information management. Enterprise Strategy Group sets itself apart from legacy analyst firms and boutiques by continuing to build its excellent reputation of assisting clients to make strategic business and IT decisions.

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