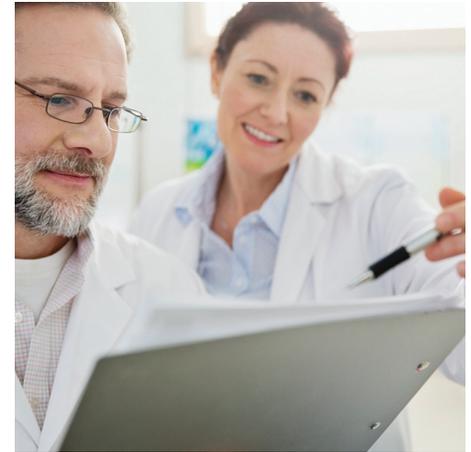


Maccabi Healthcare Services

Micro Focus® SiteScope and Real User Monitoring boosts application performance.



Overview

Maccabi Healthcare Services, deploys Micro Focus Application Performance Management to detect application performance and availability issues proactively, understand end-users experiences and resolve problems more rapidly. With application availability approaching 100 per cent, the company delivers more efficient services, boosting customer satisfaction and retention via improved decision making.

Challenge

Israeli Healthcare

All Israeli citizens receive basic healthcare as a fundamental right and participation in a medical

insurance plan is compulsory. Nationals join a private, semi-private or public Health Maintenance Organization for basic treatment but many increase coverage by purchasing supplementary services. A recent survey ranked the Israeli healthcare system as the fourth most efficient worldwide after Hong Kong, Singapore and Japan. Maccabi Healthcare Services Ltd is one of four Health Maintenance Organizations in a highly competitive market.

Maccabi provides over two million members with a comprehensive range of medical services via six regional centers, which control 150 branches and clinics, two hospitals, several laboratories and 43 pharmacies. Maccabi employs 400 strategic physicians and uses various independent service providers to access over 3,500 additional physicians and medical experts as well as numerous diagnostic centers, pharmacies and hospitals nationwide.

Application Performance

Tel Aviv-based Maccabi coordinates healthcare service provisioning from a technically advanced data center comprising 1,200 servers operating in a heavily virtualized environment. The healthcare provider previously employed a basic synthetic monitoring tool to oversee the IT infrastructure and various applications including its website.

“Micro Focus responded to our needs in a very positive and helpful manner. The Application Performance Management tools were easy to implement and generated results quickly. The ability to integrate end-user monitoring and system monitoring into one console was especially attractive.”

ORY BARAK

IT Operations Command and Control Team Leader
Maccabi Healthcare Services Ltd



At a Glance

Industry

Healthcare & Medical

Location

Israel

Challenge

Required proactive detection of application performance and availability issues.

Products and Services

Application Performance Management
SiteScope
Real User Monitoring

Results

- + Helps to deliver efficient healthcare services to members, aiding customer retention in a highly competitive market
- + Supports delivery of Service Level Agreements, increasing customer satisfaction and aiding compliance
- + Optimizes service availability and delivery, creating a more service-orientated business
- + Provides important business information about end-users experiences, leading to better decision making



A sophisticated database automatically updates members' medical records in real-time, providing a comprehensive picture of each member's medical and pharmacological history.

More recently, Maccabi wanted to upgrade its server and client-side monitoring capabilities with a strong emphasis on the website and a new mobile application to improve the customer experience.

The website and mobile application are essential tools as they help members review their medical records, access medical information and receive intelligent feedback. The mobile application allows members to find the nearest clinic or doctor quickly, review opening hours, book an appointment or receive laboratory results via hand-held devices.

"Synthetic monitoring lacks real-time supervision and root cause analysis," explains Ory Barak, IT operations command and control team leader, Maccabi Healthcare Services Ltd.

"We wanted to detect application performance issues proactively, understand the end-user experience and rapidly resolve problems to boost customer satisfaction and retention."

"Moreover, we needed to monitor business-critical processes and systems at dozens of sites nationwide. After all, if members experience problems with either service, they can readily move to another healthcare provider without us understanding why they've moved."

For some time, members using the mobile application had experienced slow response times and numerous while generalized error messages failed to provide the company's support staff with sufficient information about application issues.

"With mobile users frequently employing the application outside working hours, they were unable to report issues and we couldn't deal with the problems, creating customer dissatisfaction," continues Barak. "Application

availability therefore stood at only 80 per cent, far too low for a professional healthcare provider to deliver quality services."

Maccabi's familiarity with Micro Focus solutions reinforced by a development team based locally in Israel, led the company to approach Micro Focus Professional Services for advice, suitable solution proposals and implementation services.

"[Micro Focus] responded to our needs in a very positive and helpful manner," says Barak. "The Application Performance Management tools were easy to implement and generated results quickly. The ability to integrate end-user monitoring and system monitoring into one console was especially attractive."

Solution

Application Performance Management

The Micro Focus solution involved deploying two Application Performance Management software offerings. Partner, Aman Computers

“The Micro Focus solution generates important statistics about end-user behavior, which we share with decision makers to improve the customer experience.”

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worked with Micro Focus and Maccabi Healthcare Services to deliver the implementation.

Firstly, SiteScope monitors the availability and performance of Maccabi’s IT infrastructure including servers, network devices, operating systems and the application stack. Secondly, Real User Monitoring (RUM) tracks and passively monitors all the healthcare provider’s end-user transactions as customers interact with the website, mobile application and the company’s business processes.

The tool therefore delivers an end-to-end application performance management capability integrated with a real-time service model for quick root cause identification.

Results

Rapid Problem Identification

During a two-phase project, Maccabi initially used the solution throughout the data center to monitor systems and the web application. “The software helped us to quickly identify, understand and resolve various issues including several server performance problems,” states Barak.

Phase two involved deploying RUM to monitor Maccabi’s mobile application. “The software

rapidly recognized a problem with the mobile application, identified over 400 server issues and determined high data volumes slowed services,” adds Barak. “More importantly, we generated important statistics about end-user behavior, which we shared with decision makers to improve the customer experience.”

Enhanced Application Availability

Today, the solution monitors critical applications and systems for real-time alerts about performance and availability issues that could potentially affect customer service delivery.

The solution reduces the time to characterize the root cause of problems and accelerates resolution times. Consequently, Maccabi identifies and addresses complaints more rapidly, enhancing the patient experience by delivering high-quality healthcare services.

“By capturing user behavior and details about failures in mobile device application outage reports, we ascertain the cause of problems in a timely manner without creating customer dissatisfaction. After deploying this solution, application availability has improved from 80 to nearly 100 per cent,” concludes Barak.