



### The Organization

Net-Rx, Inc.  
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### The Challenge

Provide secure, HIPAA-ready networking solutions for pharmacies; support continual processing of critical transactions, while simplifying network administration.

### The SonicWALL Solution

Deployed various SonicWALL security appliances at Net-Rx client sites, tailored to the needs of each individual pharmacy. SonicWALL GMS at Net-Rx headquarters provides reporting and auditing capabilities as well as centralized management of all SonicWALL solutions.

### The Results

- Increased protection, providing data integrity and preventing unauthorized access to private information.
- Streamlined transaction processing using broadband and VPN, enabling customer transaction processing in as little as three seconds
- Powerful reporting capabilities with SonicWALL GMS for anytime/anywhere online access to real-time and scheduled reports
- Adherence to HIPAA reporting and auditing requirements
- Business continuity with SonicWALL appliance failover capabilities, ensuring ongoing processing—even if broadband connection goes down

## Net-Rx/SonicWALL Solution Helps Pharmacies Increase Productivity, Reduce Transaction Time and Demonstrate HIPAA Compliance

Pharmacies run transaction-based operations. On a daily basis, they receive patient data to fill prescriptions, handle insurance claims and process credit card payments. They depend on having secure, reliable Internet access to keep their business up and running. Now, with HIPAA (Health Insurance Portability and Accountability Act), they must also protect all patient information, maintain detailed reports and be able to produce audit trails for network activity, including where and when employees accessed files. In addition, many pharmacies need outsourced management to off-load the burden of network and security administration, freeing them to run their businesses.

Net-Rx offers operational consulting services to help pharmacies increase efficiency and improve profit margins. By integrating SonicWALL® security, mobility and productivity solutions into their customized software and hardware platforms, Net-Rx provides pharmacies with complete operational and technical turn-key solutions to increase productivity, enhance customer service, minimize risk, reduce cost and increase profits.

### Increasing Productivity and Profitability

Net-Rx installs SonicWALL solutions in even the most remote stores. "Bringing individual pharmacies securely online and connected to our information infrastructure provides several benefits," explains Chad Hammerstrom, President and CEO of Net-Rx, Inc. "Individual pharmacies are permitted to take advantage of applicable corporate file systems and applications. In return, our corporate office now has immediate access to individual pharmacy information for centralized reporting and business transactions. By putting a SonicWALL security appliance at each pharmacy location, we ensure the integrity of their network and protect confidential information flowing to and from their organization."

Individual pharmacies are also using SonicWALL virtual private network (VPN) and firewall technology to secure online claims adjudication over the Internet. This not only saves time on individual transactions, it also authenticates insurance eligibility before a prescription is filled, reducing the time for reimbursement and eliminating the possibility of claim rejection. "Moving pharmacies online and off dial-up has resulted in a three-fold improvement, cutting processing time from 25 to 30 seconds down to just 3 to 10 seconds per transaction," says Hammerstrom.

As an ongoing service, Net-Rx continues to work with organizations to increase business efficiencies and improve processes. "We will often pull reports for a store to determine how we can help them increase inventory turns or adjust drug pricing to optimize reimbursement dollars," says Hammerstrom. "Our business depends on secure connectivity with our affiliate pharmacies and with SonicWALL, we know we are getting the best security available."



## Net-Rx, Inc.

*"SonicWALL security solutions enable Net-Rx to maintain an outstanding level of customer service. If broadband goes down, our support staff calls to notify the pharmacy that SonicWALL's analog back-up feature has automatically taken over. Store personnel are often surprised because the change-over was transparent to them."*

*—Chad Hammerstrom  
President and CEO  
Net-Rx, Inc.*

### SonicWALL Benefits

**Superior performance** and reliability with SonicWALL's ICASA-certified, deep packet inspection firewalls.

**Secure remote access** with SonicWALL's IPSec-compliant VPN.

**Secure data transmission** over SonicWALL VPN tunnels utilizing 3DES/AES encryption technology.

**Centralized management** and monitoring with SonicWALL GMS, which includes ViewPoint graphical reporting to turn log files into meaningful reports.

**Improved availability** with SonicWALL's TZ 170 SP firewall/VPN appliances with integrated and automated failover and failback capabilities to support both broadband and dial-up connectivity.

**SonicWALL Contacts**  
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### Freeing Store Personnel to Focus On the Customer

A key Net-Rx service offering is outsourced management of solutions and remote devices. In accordance to HIPAA regulations, Net-Rx can provide maintenance, logging, auditing, storage and backup of information. Through SonicWALL Global Management System (GMS), Net-Rx troubleshoots issues, pushes out the latest security updates and runs reports, all from a central location. "We coordinate technology-related responsibilities and back-office tasks from headquarters, allowing the pharmacies to make better use of store resources for customer-facing activities," Hammerstrom says. This reduces the time and cost of network and security administration so Net-Rx clients aren't required to maintain a technical staff."

### Reliability and Scalability

SonicWALL has created robust redundancy technologies for businesses that require 100% reliability. SonicWALL SP-enabled products provide broadband connectivity with failover to dial-up access, thereby allowing critical transaction-based data to continue processing without impacting service to the end-user. "Key features built into the SP-enabled products support the SLA [Service Level Agreement] we offer to our pharmacy clients. This ensures high reliability, a requirement in our line of business," notes Hammerstrom.

### Affordable and Easy to Deploy

SonicWALL solutions are easy to deploy and competitively priced. "We preconfigure the product in our office before shipping it to the client," explains Hammerstrom. "Once it arrives at the pharmacy, our support staff easily guides non-technical pharmacy personnel through the few simple installation steps. This speeds the deployment process and cuts costs by eliminating onsite visits, saving time and money for both Net-Rx and our pharmacy customers."

### The Wireless Advantage

Together Net-Rx and SonicWALL enable pharmacies to deploy wireless networks, providing convenience and enhancing productivity, particularly for inventory control applications. "SonicWALL's wireless solution was also very helpful when one of our clients was remodeling a pharmacy. Because they didn't have to run cables through the ceiling, they were able to save money and speed their deployment," says Hammerstrom.

### The SonicWALL Partnership

"The primary reason we selected SonicWALL security solutions is they ensure non-stop support for important transaction-based services," says Hammerstrom. "SonicWALL is also a very responsive company with a strong account team. We have a dedicated vertical market specialist who understands our industry and gets us access to the appropriate people so we don't get lost in the shuffle."

### End-User Comments

"We're very pleased with the reliability of the overall Net-Rx/SonicWALL solution. Beyond the comprehensive range of functionality, the solution gives us peace of mind, knowing that we always have the latest security updates and are operating in accordance with HIPAA requirements."

*—Joe Perimon  
Chief Executive Officer  
PillBox Drug Stores*

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