

Eventa Case Study



The Client

[Eventa LLC](#) provides unique consultancy services to state Medicaid programs, Managed Care Organizations (MCOS), hospital systems, and respiratory equipment manufacturers focusing on post-acute respiratory care. The organization improves quality of life for respiratory patients through one-on-one consultations, organizational audits, and educational programs. Eventa's expert team works both directly with patients and with healthcare leadership and boasts an 80% success rate in patient improvement after consultation.



The Challenge

Eventa handles sensitive health data for three major payers, as well as a number of their subsidiary organizations. Eventa's on-premises co-locations were SOC 2 facilities, meeting base requirements but not meeting all of Eventa's customers' needs. The organization partnered with a local MSP to enhance its security posture with HITRUST. This certification is vital for Managed Care Organization (MCO) partnerships, and demonstrates Eventa's commitment to meeting healthcare regulations and protecting sensitive healthcare information.

To maintain HITRUST certification, there are a lot of moving parts and items that need to be constantly maintained and reviewed to ensure everything is operating as intended. So, when the team received consecutive yearly HITRUST reports with high numbers of corrective action plans as result of mismanagement by the current MSP, Eventa knew a change was needed. Eventa was acting on the steps needed to maintain its certification, but its previous MSP failed time and time again to meet its contractual obligation and follow through on their side of the HITRUST compliance checklist, putting the certification in jeopardy and the organization's credibility at risk. This previous MSP was short-staffed and did not have the capacity to address all of Eventa's needs.

The staff of the previous MSP also did not always follow required practices when accessing Eventa's systems. On multiple occasions, Eventa could see access notifications, but the previous MSP could not produce consistent access logs of those events. HITRUST and HIPAA require strict and automatic logging for Protected Health Information (PHI) so this lack of record was a great concern.



Eventa LLC Reclaimed HITRUST Compliance and Achieved Rapid Growth with Cloudticity



More logging hurdles arose as many of Eventa's physical and environmental controls specific to HITRUST were not fully mapped out to the physical co-locations in Nashville and Atlanta that hosted its data. With concerns about its current partner and the need to scale its operations, Eventa determined it needed to update its IT infrastructure to a new cloud solution to ensure operational confidence.

The Solution

Eventa was introduced to [Cloudticity](https://cloudticity.com) through a project with a sister healthcare company. During this project, Cloudticity's friendly and knowledgeable staff stood out as a trusted partner as they remediated an emergency situation.

"Cloudticity offered emergency services for a server crash that was bringing down a service for payer customers. They weren't even under contract yet, but still made themselves available in an emergency situation, and at emergency hours, until they got the problem resolved," shared Brett Smith, CISO, Compliance Officer, and Systems Administrator of Eventa LLC. "They weren't even on the hook, and they still gave 100% to try to help remediate this situation. That spoke volumes to me about the integrity of Cloudticity and the services that they provide."

Before its transition to a cloud environment, Eventa's systems had many moving parts, including multiple backend servers, file shares, internal applications, virtual desktops for each user, and more. With a need for better monitoring and more flexibility, Eventa sought expert advice from Cloudticity on how Microsoft Azure could address its needs.

Cloudticity sat down with Eventa to discuss its organizational goals and recommend Azure services to replace the previous standalone servers they were using. The team also worked to minimize Eventa's environment and pare down the applications outside Azure to only those that were absolutely necessary. In addition to reduced costs, a consolidated system provides Eventa with fewer vulnerabilities, better visibility and control, and offers easier compliance and audit readiness.

"Cloudticity was integral in identifying what to get rid of, what we could switch to a service, and what came with our Microsoft subscription," shared Smith. "They also specified which tiers we needed to meet the security compliance features required for HITRUST to map out to our Microsoft environment. They were helpful every step of the way."

Cloudticity also helped Eventa by identifying opportunities for cost savings. Their extensive knowledge of the Microsoft environment helped them make service recommendations so Eventa was getting all the resources needed to be compliant, without paying for what they didn't need.

"They've been really good at going over billing as changes happen and our environment scales up or down," said Smith. "They explained the ins and outs of our bills and why they look the way they do, and recommended adjustments that align with our budgets."

The Benefits

Through this partnership, Cloudticity helped Eventa update its systems for long term scalability as the organization continues to grow and open more locations by leveraging the power of the cloud. Respiratory patients are the heart of Eventa's work and now its team of medical professionals has more time to dedicate to patient care.

"Since moving from our previous MSP to our current environment with Cloudticity and leveraging the additional Microsoft services that we have available, it's a night and day difference for operations," shares Smith. "It gives our therapists and our liaisons many more tools to be efficient, to collaborate with their team members, to share data internally while maintaining the security over that data with additional easy-to use authentication mechanisms."

Now Eventa runs entirely in the cloud, eliminating the need for on-premises infrastructure. Cloudticity's [OxygenTM](#) platform helps the team maintain security awareness over its environment and all devices. It actively monitors the security status based on the rule sets specific to Eventa's needs.

Cloudticity OxygenTM also flags any potential risks that may arise from cloud platform misconfigurations. These updates sometimes do not perform as expected right away, so Oxygen alerts for potential vulnerabilities before they become greater risks.

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-Brett Smith, CISO, Compliance Officer & Systems Administrator, Eventa LLC

About Cloudticity

Cloutdicity, based in Seattle, WA, helps healthcare organizations design, build, migrate, manage, and optimize HIPAA-compliant solutions on the public cloud. Founded in 2011, Cloutdicity has helped providers, payers, and companies that sell to the healthcare industry remain secure, compliant, and highly available to patients and customers that rely on them.

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"When something does go wrong, whether it's small or something large, a network issue or an endpoint issue, or just some weird software issue that a user may be having that we can't figure out for whatever reason, the Cloutdicity team makes themselves available, even just to ask questions," shared Smith. "Knowledgeable, friendly, available staff make a world of difference."

Oxygen also addresses Eventa's HITRUST needs. It integrates the HITRUST CSF v11 cloud security framework for a picture of all of Eventa's servers. It then maps all of the controls and compliance requirements, provides context if something is not compliant, and offers remediation steps. This system helps Eventa navigate audits with ease, saving them time, internal resources, and the emotional stress of an audit. The team can pull and present audit evidence seamlessly with easy access to the current status of all controls at any time. With Cloutdicity, Eventa also inherits 425 HITRUST CSF controls mapped to HIPAA CFRs.

Eventa staff no longer need to deal with manual processes and spreadsheets for reporting. With automated tasks and Logic Apps, they instead focus efforts on value added services that improve the lives of respiratory patients. Leadership receives accurate reporting on bi-weekly calls with Cloutdicity and a calendar of all the activities in their environment, including remediation recommendations or false positives.

"Cloutdicity has been really, really helpful for basically every aspect of program management," shared Smith.

As a growing company, scalability was another priority for Eventa when putting together their cloud environment. Since working with Cloutdicity, Eventa has scaled from 7 to 70 employees and expanded to two new states. The flexibility of a cloud environment has helped them meet the complex security requirements for existing contracts and to maintain them with ease.

"For anyone in healthcare IT that is struggling to meet compliance standards or is dealing with the challenges we were facing with our payer clients before we moved over to Cloutdicity, definitely give them a look and see what they can do for you," said Smith.

Eventa's work with Cloutdicity has transformed its IT operations from a one-sided partnership with its previous MSP, into a secure and scalable cloud-based environment, monitored by a trusted partner. With enhanced visibility, simplified compliance reporting, and responsive support, Eventa can now focus on what matters most: improving the quality of life for high-acuity respiratory patients. By leveraging Microsoft Azure services and Cloutdicity's healthcare cloud expertise, Eventa not only stabilized its technical infrastructure and safeguarded its HITRUST certification, but also unlocked the flexibility to expand into new markets with confidence.