


MEDICLINIC

Mediclinic Makes the Most of Mail Management with Mimecast

Mimecast turns an initial grudge purchase into the best IT investment yet for leading private hospital group

Context

Mediclinic Middle East is a private hospital group focused on providing acute care, specialist-orientated, multi-disciplinary hospital services and related service offerings. It is a wholly-owned subsidiary of the international private healthcare group Mediclinic International, founded in 1983 and listed on the JSE since 1986.

Mediclinic International currently has three operating divisions – Mediclinic Southern Africa which operates 52 private hospitals in South Africa and Namibia; Hirslanden which operates 16 private hospitals in Switzerland; and, which operates two private hospitals and 10 clinics in the United Arab Emirates.

Challenge

The medical industry is perhaps one of the most regulated industries in the world – with good reason. For an organisation such as Mediclinic, which offers not only medical services but also provides significant administrative support, compliance with regulatory and statutory requirements is business critical.

At a Glance

Company

- Mediclinic Middle East
- Industry: Medical services
- Number of Email Users: 1863

Objectives

- Future proofing of existing mail environment
- Risk mitigation in terms of compliance and disputes

Benefits

- ROI (financial, governance and reputational risk)
- Secure Archiving and business critical eDiscovery
- Compliance with information-based legislation
- Mail cleansing improves productivity
- Brand alignment

“Mediclinic Middle East is the UAE’s leading private healthcare company with tens of thousands of in- and outpatients each year,” explains Mathew Thomas, Manager of ICT Operations for Mediclinic Middle East. “In this digital age we have become 100% reliant upon email for key

“Dealing with dozens of service providers during my 14 year career, I have never come across such a dynamic, professional company that delivers a top quality product accompanied by brilliant support and customer service culture.”

Mathew Thomas - Manager, ICT Operations, Mediclinic Middle East

administrative processes such as admissions and pre-authorisations. We handle thousands of mails each day critical to our business and a good portion of these are tracked to ensure proper process is followed and that costs can be recovered. Without proper paper trails in place, our business is at significant risk.”

Mediclinic’s in-house archiving solution had become increasingly cumbersome and at the rate that the business was growing, unsustainable.

Solution

By implementing a selection of Mimecast offerings, Mediclinic has access to a secure cloud-based mail archive that is easily referenced while ensuring continued compliance. The solution meets all legislation governing the storage and access of information in all operating countries, making it ideal for the globally active group.

“Mimecast was extremely accommodating and worked with us to craft a solution that provides us the level of performance we need, yet remained kind to our pockets. What started out as a grudge purchase for our business quickly became what I believe to be one of the best technology investments we have made so far,” says Thomas.

Since its deployment in 2011 Mimecast has become the accepted standard within the Mediclinic Group.

Benefits

Return on investment

Mediclinic already had an operational mail and tracking solution in place, so the return on investment offered by Mimecast needed to be substantial enough to justify its deployment. “Our ROI goes far deeper than just financial return,” explains Thomas, “and the value offered in terms strengthening our governance process to suit our operations in the Middle East as well as containing potential reputational risk is immeasurable.”

Knowledge is Power

In an environment where red tape and disputes are commonplace, Mimecast’s powerful eDiscovery capabilities have kept Mediclinic on the winning side of many of its disputes.

“We have complete peace of mind that we always have ready access to our correspondence, validated and available for when we need it. This has been to our advantage more times than I can count and the time that it takes us to search and compile this kind of information is a fraction of what it used to be,” says Thomas.

“Moreover, the reporting we are able to pull in terms of trends and usage are giving us a better understanding – and better control – of our mail environment.”

Security Cleansing

Apart from ensuring the confidentiality and protection of patient information and IP, a big benefit for the business is mail cleansing. The business handles around 5.5 million e-mail messages a month and spam has dropped a massive 85% reduces pressure on mail servers and improves the overall performance of networks and personnel.

Living the Brand

Mediclinic has made some impressive inroads in terms of brand equity and is currently among the most recognised brands globally. Mimecast is helping manage this brand equity through its stationery elements which ensures the organisation's 5500 users present a co-ordinated and brand aligned face to the world at large.

"People make a successful company, and it evident that Mimecast's success is due to their staff, who are driven and passionate about their company," concludes Thomas.