

# Surgery Link Case Study



## INDUSTRY

Healthcare

## CHALLENGE

SurgeryLink was an investor take over that had very little or no experience in IT. The management team was looking for a technology partner that could keep systems maintained and develop new features while they established their long-term business strategy.

## SOLUTION

SurgeryLink chose BizCloud Experts as a full-solutions provider. BizCloud Experts provides Applications Management, Applications Development and Systems Engineering Services.

## SurgeryLink

Operating rooms are one of the costliest areas of hospital operations. A study presented at the “American Society of Anesthesiologists” in 2012 stated that **“cancelled surgeries cost hospitals in millions each year”**.

**SurgeryLink**, a startup based in Ft Worth, Texas, is founded by a team that has collectively spent several decades working in operating rooms all over the country in various roles, experiencing an unnecessarily high number of scheduling errors and surgery delays first-hand. Most were simple communication mistakes that could have easily been avoided.

Brought together by a passion to fix surgery coordination & communication, the **SurgeryLink** team is on a mission to give the surgical community the simplest way possible to connect and communicate in-order to provide safe, efficient care. As avid users and lovers of technology, a common thread that binds the **SurgeryLink** team; “we believe surgery coordination is error-prone, highly inefficient and ripe for disruption.”

## CHALLENGE

The **SurgeryLink** platform is a forward-thinking event-based application written on advanced JavaScript, Ruby, Kafka development tools and hosted on AWS and RackSpace. The new management team needed a partner who can quickly:

1. Take over Hosting and Applications Management
2. Start developing and adding new functionality to meet customer needs
3. Keep expenses minimum until business develops a strategy

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## RESULTS

- Achieved application usage by more than 1000 surgeries coordinated with over a 99% application deployment success rate.
- Added new features which allowed their customers to use the application with ease.
- Importantly, the application was maintained and developed in a very cost effective way.

## NEXT STEPS

- Migrating the whole application into AWS using best practices is the next phase target.

You guys are rockstars!  
You really kept us going while we were completing our acquisition and building our market strategy.

--Craig Clayton  
CEO, SurgeryLink

Nagesh and the BizClouds team have been critical to the success of SurgeryLink. We simply wouldn't be where we are today without them.

--Ken Stephens  
Board Member, SurgeryLink

In addition to the above challenges, lack of documentation of code and features was a major issue and added complexity to any change that was conceived by the business.

**BizCloud Experts** was approached to become a partner and provide full service application development, management and hosting services.

## SOLUTION

**BizCloud Experts** was challenged to take over a system that had been developed by technologists from the former owners who left no clear documentation and no knowledge transfer. In addition to that, **BizCloud Experts** clearly did not have all the skills required to maintain and manage the solution. So, **BizCloud Experts** felt challenged to take on this project. However, being a startup with a can do attitude, we developed a strategy that did the following:

1. Immediate Technology and Code Analysis of Production Systems
2. Validation of Access to Code and Production Systems
3. Worked with vendors to change access keys
4. Recruited full-time and free-lancers to address the skill gap.

The end-result was that **BizCloud Experts** provided 24x7 support, added features as the business requirements increased. AWS based scalable, highly-available and cost-effective solution has been designed using services like EC2, RDS, IoT, Lambda, S3. The migration to AWS has been successfully implemented without any downtime. **BizCloud Experts** are now moving to a No-Ops Continuous Delivery Model.

## RESULTS

**SurgeryLink**, has now completed 9 months under **BizCloud Experts** technology management and supported the coordination of over 1000+ surgeries in this period. Our rapid applications development process has added over 25 new features in two major releases and rolled out a new web site all under a total cost of < USD \$75,000. In the next phase, we will move the website to AWS global.

We are committed to taking this small success and expand our relationship to the next level.