rackspace.

The Macaluso Group helps patients afford cost-prohibitive care

Migration from its data center to the public cloud afforded TMG the ability to scale operations rapidly on a robust, flexible platform that supported growth.

Our customer

The Macaluso Group (TMG) was the first firm to offer Copay Assistance Programs that make the final out-of-pocket costs for specialized medical products more affordable for consumers.

How we helped

Business/IT Transformation; Managed Cloud, Public Cloud — Fanatical Support® for AWS; Rackspace Managed Security — Compliance Assistance

The obstacles they faced

As TMG introduced more new products, their traditional data center couldn't provide the flexibility and rapid scalability required to support the company's growth.

What we achieved together

TMG transitioned its computing services to AWS and runs its operations in a HIPAA- and PCI DSS-compliant environment that's managed and monitored by Rackspace.

TMG THE MACALUSO GROUP

"Rackspace is a key strategic partner for The Macaluso Group."

Scott P. Jones
CIO, The Macaluso Group

Specialized medical products and treatments – such as cancer medication or monthly infusions – are expensive. Even with commercial insurance coverage, the required copay amounts may still be more than most patients can afford. The Macaluso Group (TMG) works with pharmaceutical manufacturers to offer Copay Assistance Programs that make the final out-of-pocket costs for specialized medical products more affordable for the consumer. TMG was the first firm to offer patient-assistance products and services like these, and they continue to be recognized for leading technological innovations in the industry.

Pharmaceutical manufacturers deliver these specialized medical products and treatments through a variety of channels, including physician offices, hospitals, infusion centers, specialty pharmacies and traditional retail pharmacies. With solutions from TMG, copay assistance payments for these medications can be seamlessly processed as medical insurance claims, pharmacy insurance claims or through Visa or MasterCard.

As the industry sees the benefit and value TMG provides, the company's transactions and revenue continue to grow rapidly. By offering patients a more affordable solution to access the medications they need, TMG is helping save lives every day.

A growth in transaction volumes

From its inception, The Macaluso Group had housed its computing facilities in a traditional hosted data center. As the company continued to scale operations rapidly, and as new products were being introduced, TMG recognized it needed a more robust, flexible and scalable platform to support growth. To this end, TMG selected Amazon Web Services (AWS) as its public cloud service provider of choice.

TMG also developed new financial products and capabilities. Because they constantly manage credit card data, TMG saw tremendous value in being Payment Card Industry Data

Security Standards Level 1 (PCI DSS Level 1) compliant. Meeting this standard would demonstrate that TMG operates within the most rigorous set of security, development and operational best practices, as defined by the Payment Card Industry and as validated by an audit from a PCI-certified Qualified Security Assessor (QSA). Moreover, as a healthcare technology company, TMG has long been self-certified as HIPAA compliant. However, as part of its commitment to meet the highest level of security standards in the industry, TMG decided to engage an external auditor to verify that TGM technology, operations, and security practices meet or exceed the relevant HIPAA and HITECH requirements.

TMG sought a partner that could assist them with implementing and transitioning the company to cloud computing services while designing, building and maintaining both a PCI DSS Level 1 and HIPAA compliant environment.

Designing the right environment

As The Macaluso Group began working with AWS to understand the capabilities and challenges of cloud computing, AWS recommended Rackspace as a trusted partner that could provide TMG with the expertise to build, manage and optimize a secure and compliant environment in the cloud.

TMG engaged Rackspace to assist in the AWS environment design and build, and to provide ongoing operations and security services for its new AWS production environment. They were also confident in Rackspace's ability to help TMG meet the requirements of both HIPAA and PCI DSS Level 1 compliance audits.

Compliance in the cloud

Rackspace played an integral role in the design and implementation of the new AWS environment for The Macaluso Group. Initially, TMG utilized this environment to support a new product offering while continuing to use its legacy hosted environment for other products.

TMG then transitioned all computing services to AWS and to the Rackspace-managed environment. Today 100 percent of TMG production operations are hosted on the AWS cloud. Rackspace provides a broad array of operational management and security services that are critical to operations – and to maintaining PCI DSS Level 1 and HIPAA compliance for TMG.

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"We have been impressed by how well the Rackspace solutions work with all of the new AWS developments," said Scott P. Jones, Chief Information Officer at TMG. "Rackspace provides us with deep subject matter expertise, delivers a wide variety of services that are critical to our operations in the cloud, and plays an important role in helping us meet our compliance standards. Rackspace is a key strategic partner for The Macaluso Group."

Streamlining production operations

What started out as a need for cloud implementation and compliance management assistance has led to an ongoing services management partnership. TMG depends on Rackspace's expertise to streamline critical processes.

The Macaluso Group has migrated 100 percent of its production operations over to Rackspace's managed environment. As new developments come from AWS, TMG will continue to utilize Rackspace's security and encryption expertise to optimize its business. Compliance requirements are constantly changing, and TMG will continue to partner with Rackspace to ensure that its operations and security standards evolve accordingly.

About Rackspace

At Rackspace, we accelerate the value of the cloud during every phase of digital transformation. By managing apps, data, security and multiple clouds, we are the best choice to help customers get to the cloud, innovate with new technologies and maximize their IT investments. As a recognized Gartner Magic Quadrant leader, we are uniquely positioned to close the gap between the complex reality of today and the promise of tomorrow. Passionate about customer success, we provide unbiased expertise, based on proven results, across all the leading technologies. And across every interaction worldwide, we deliver Fanatical Experience™. Rackspace has been honored by Fortune, Forbes, Glassdoor and others as one of the best places to work.

Learn more at **www.rackspace.com** or call **1-800-961-2888**.