

### HealthEast Care Systems

With 7,500 employees including 1,300 staff physicians, \$588M HealthEast Care System is the largest healthcare system in the eastern Twin Cities metro area with a dynamic, innovative network of services that offer every level of patient care, from acute care and outpatient services to long-term rehabilitation and chronic care programs.



### Key Features of Enterprise Edition

- **Time Zero Virus Technology™:**  
Only solution available to combine Avanti, Kaspersky, and McAfee
- **Sender ID Authentication & MailFrontier Reputation™:**  
Latest industry standards already included
- **Bayesian Fraud Filtering:**  
Market-leading anti-fraud solution
- **One-screen Quick Configuration:**  
Under one hour to threat-free email
- **Upgrade Auto-Download:**  
Signature and engine updates made automatically available
- **Enhanced reporting:** More robust analysis of solution ROI

### Challenge: Taking care of patient health, not email headers

Becoming a healthcare powerhouse requires an efficient and effective technological infrastructure. And a critical component of that infrastructure is email. HealthEast mail volume well exceeds over 75,000 emails a day. Notes Kristi Reese, Microsoft® Exchange™ Administrator for Health East, "The immediate and direct nature of email makes it an important element of part of modern healthcare. With email, HealthEast physicians and staff are more responsive to each other and our patients."

But the powerful asset of email can often become an equally devastating problem. By early 2004, well over 60 percent of HealthEast's daily 40,000 message email volume was spam—useless, unwanted, and often offensive messages that dismayed the HealthEast staff that received them and frustrated the manager charged with eliminating them, Reese.

Reese's early efforts included the use of a filtering product already incorporated into the HealthEast encryption application. Very quickly, this solution proved almost impossible to scale. "The very first blacklist I was required to create had over 3,000 entries—all of which I needed to keep current on an almost daily basis," Reese remembers.

Moreover, false positives represented another significant problem. For every call made to the HealthEast helpdesk or to Reese directly asking for the retrieval of an email mistakenly quarantined, Reese was required to search multiple quarantine lists. Then she had to cut and paste the headers of the email in question into another email and forward that email to the external email management vendor requesting the release of the original email. States Reese, "Handling misidentified email with an outsourced solution easily took three to four hours of my day almost every day."

### Solution: MailFrontier Gateway Server™, Enterprise Edition

In an attempt to find a better solution to the problem of HealthEast's unwanted email, Reese began evaluating solutions of every form. Her criteria included:

**Effectiveness:** Reese suspected that the current solution was not filtering as much unwanted email as was received—but had no way of confirming her hunch. So in addition to higher effectiveness, Reese sought a solution that could demonstrate its effectiveness and results with robust reporting.

**Control and Ease:** While outsourced vendors offer a hands-off solution, the compromise is the loss of control and increase in complexity that an administrator experiences. Comments Reese, "Even the simplest issue took hours of back and forth to resolve. I wanted to get back my day and control of my email system, establishing for myself the settings and processes that worked best for my organization and users."

**Positive user experience:** The spam issue had taken its toll on HealthEast in many expected and unexpected ways. It was painfully apparent that users were upset about offensive spam, distracted from real work by it, and frustrated that the current solution created additional issues with false positives. "I owed the entire HealthEast organization a response to spam that was effective, accurate, and positive," says Reese.

"I wanted the spam problem gone without losing more time or sleep over it. I wanted to get out of content blacklisting and daily user management. And I wanted a solution that fit my company without creating more work. Until I evaluated MailFrontier, I wasn't sure any of that was possible."

Kristi Reese  
Microsoft Exchange Administrator  
HealthEast

## Why MailFrontier

- **Effective:** MailFrontier stops 98 percent of unwanted email at network perimeter
- **Easy:** MailFrontier requires just 10 minutes a week to manage
- **A Step Ahead:** MailFrontier continues to evolve its technology and its techniques to stop new threats as they emerge

## MailFrontier

MailFrontier is an email security company trusted by organizations to protect their email from spam, virus, phishing, fraud, and other dangerous and costly email threats. In a world where email threat evolves daily, only MailFrontier promises to be effective, easy, and a step ahead for its customers and their users.

After reading a review in Network World Fusion, Reese settled on MailFrontier. It offered unparalleled effectiveness in spam filtering with an accuracy rate that exceeded her expectations. It gave her the ability to deploy a solution that she could control—with one click—at her convenience. It offered end-user features that freed IT from daily spam control and gave users easy to understand control over the filtering of their inboxes again.

Reese was even able to deploy MailFrontier with minimal impact on her established infrastructure. Explains Reese, "For security reasons, we wanted to deploy MailFrontier on Solaris and establish a split architecture solution at the perimeter that was controlled from within the network. This request had previously been a challenge with other vendors. When we described our needs to MailFrontier, instead of trying to impose an alternative on us, they prepared a proposal that incorporated our request for a Solaris solution and added suggestions for the configuration that improved on the original concept."

## Results: No spam, no problems, no doubts

After almost a year with MailFrontier, HealthEast continues to experience an anti-spam solution that delivers exceptional results to the organization, its users, and its administrators. Specifically:

- **Effectiveness reported at 98 percent with almost 100 percent filtering accuracy**
- **Spam management time reduced from 3-4 hours a day to 4-5 minutes a week**
- **Requests to retrieve misidentified email reduced to less than one a month**
- **User experience reported as "simple", "awesome", "so much better"**

When asked what she spends the 4-5 minutes on, Reese replies, "Running an executive report for my manager that offers a real-time snapshot of the MailFrontier solution's performance. I'm pleased to say the effectiveness and return on investment result are consistently high."

But above all, Reese is most pleased with the user response to the MailFrontier solution. "Sometimes even a change for the better can be hard to introduce. But when MailFrontier went live, users expressed enthusiasm, support, even love for the change this product made in their working day. And it was great to hear management say that they really believed IT had made the best decision. It's been wonderful to deliver a long-awaited and long overdue solution that has made everyone happy."

“MailFrontier offered me a solution that delivered on every front. I didn't have to choose between user empowerment and administrative ease. I got filtering effectiveness—without sacrificing filtering accuracy. In short, MailFrontier Gateway Server delivered an anti-spam solution that met my most important criteria without compromising any of them.”

Kristi Reese  
Microsoft Exchange Administrator  
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