CASE STUDY

Animal Intelligence Software

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Animal Care Specialists Rely on Software Solution Packaged with Advantage Database Server

Like most professionals, veterinarians often rely on basic business management software to help run their clinics and hospitals. That's fine for general veterinary practitioners who use their PCs primarily for billing and general account administration, often managing all of a pet owner's animals in a single database record.

Veterinary specialists, however – including off-hours critical care hospitals and referral-only practices – need solutions that are more patient-specific, with lightning-fast access to medical records to ensure proper care with an accurate historical perspective.

For more than 200 specialty veterinarians worldwide, that solution is provided by Animal Intelligence Software. Founded by Dr. Michael Philbrick, himself a veterinarian, the company develops software specifically for the data management needs of specialists and emergency-care hospitals in either single or multi-user environments. "Like the human medical profession, there are veterinary specialists who take patients only by referral," explains Karl Perry, director of technology services for Animal Intelligence. "The data they need has to be focused on a single patient to properly track that animal's medical care history."

Of course, other industry-specific and general business management software solutions have attempted to infiltrate the same market niche, but Animal Intelligence remains ahead of the pack because of its patient-centric logic, customization capabilities and ability to manage medical records quickly, reliably and the way their clients want, rather than the one-size-fits-all approach of their competition.

A client/server solution

The key, says Perry, is the integration of Animal Intelligence and Advantage Database Server software from Extended Systems, which provides the backbone for the company's medical records program. While competitive products operate in local database environments, Dr. Philbrick chose the client/server functionality of Advantage Database Server to store, manage, and update patient information for veterinarians who deploy Animal Intelligence software.

"It's the gatekeeper," Perry says, referring specifically to the data and index management features inherent in Advantage Database Server. "Advantage controls all access to the data instead of most so-called 'local database' solutions, which rely on cooperation by each workstation when vying for that data." With the client/server technology of Advantage Database Server, he says, "There's only one access point to the data, which provides a robust and reliable solution."

> **"[Advantage Database Server is] easy to use, customizable, and allows fast access to a patient's complete medical records, no matter how far back in time."**
>
> Karl Perry, director of technology services

Since deploying Advantage Database Server with its new Windows-based version in 1999 to more than 100 sites globally, Animal Intelligence has tracked no instances of data or index corruption. "It's the most reliable and stable solution we've ever used," Perry says. Prior to that, up to 40 percent of the company's

COMPANY: Animal Intelligence Software, Inc., Silverdale, WA

INDUSTRY: Veterinary practice management

COMPANY PROFILE: Founded in 1990 and employing nine people, Animal Intelligence allows veterinarians to create, customize, and manage patient records with stable, robust client/server database access.

SITUATION: Specialty veterinarians and critical care/emergency animal hospitals require fast, complete and accurate access to patient records in multi-user scenarios without taxing network performance.

SOLUTION: Extended Systems' Advantage Database Server provided a cost-efficient, reliable, and fast solution when packaged and integrated with Animal Intelligence in a client/server, Windows-based/Delphi environment. The client/server solution enables Animal Intelligence users to create custom records, a variety of reports, and collect related medical data.

ADVANTAGE™ DATABASE SERVER

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technical support time was spent on data corruption or hardware and network problems.

Robust, reliable … and fast. On a recent test prior to releasing the company's latest version, Perry ran the client/server software against a 750,000-record table. In 40 milliseconds, the Advantage Database Server delivered 550 records spanning a five-year period matching his search. "I don't know of any other database that can do that," he says.

Customized to the customer

Of course, not all veterinary specialists are alike in their practices. Some, like oncologists and dermatologists, may care for an animal over an extended period of time; others, like surgeons or off-hours, emergency and critical-care hospitals, may see a particular patient just once.

With that, veterinarians often build medical records and create reports differently, depending on their preferences and often what they learned in veterinary school. Animal Intelligence accommodates these differences by allowing end-users to customize medical record data to suit their needs and account for different patient scenarios.

It's a feature veterinarians appreciate about the software, made easier with Advantage Database Server. "It had the tools and connectivity that simplified integration with our development environment [Delphi] and operating system requirements [Windows]," says Perry. "It's easy to use, customizable, and allows fast access to a patient's complete medical record, no matter how far back in time."

Advantage Database Server also works seamlessly with the custom report writer Animal Intelligence designed, allowing users to pull data from all tables in their database including memo fields. In addition, the expanded field types available with Advantage make it easy for Animal Intelligence to pull data from diagnostic machines such as blood analyzers.

Expanding its reach

One thing all veterinary specialists and hospitals have in common, however, is a desire to focus on patient care instead of paperwork and system management tasks. Packaged with the Animal Intelligence solution, Advantage Database Server installs in about 15 minutes and requires no ongoing administration, lowering overhead costs and boosting satisfaction.

So much so, in fact, that Perry credits the combined strength of his software and Advantage Database Server for helping Animal Intelligence grow its business in the three years since launching its Windows version. "We've been able to expand our market from smaller practices with two or three users to larger practices with hundreds of users without sacrificing performance," he says. Animal Intelligence founder Michael Philbrick also has been able to leverage his technology into related veterinary businesses and customers (see sidebar, page 3). "It has allowed our company to improve its bottom line."

"I've never dealt with a company that has the integrity and can-do attitude of Extended Systems. No one does a better job of supporting developers and end-users."

Karl Perry

CASE STUDY

Animal Intelligence Software

Integraprise: Leveraging the Technology

Consulting Business Spin-off Taps New Markets with Advantage Database

Since Animal Intelligence founder Michael Philbrick transitioned out of the day-to-day control of his company in 2001, he has leveraged the technology he developed into a variety of products for other segments of the veterinary industry.

For example, Philbrick used a variation of his software and Advantage Database Server from Extended Systems to successfully link data from laboratory analysis equipment to a desktop PC and report-writing applications, allowing a veterinary equipment supplier in Colorado, to offer that value-added solution to its clients.

For a start-up company in Arkansas that offers a variety of veterinary information services online, Philbrick used Advantage Database Server as the backbone to the company's growing database. He also intends to use the software's stored procedures functionality to further facilitate and manage remote access to information found on his client's Web site. "Advantage Database Server supports thin-client and remote Internet access," says Philbrick, which allowed him to offer the same database benefits enjoyed by Animal Intelligence customers. "It also supports access by PDAs (personal digital assistants, among other mobile handheld devices), which is something my client wants to accommodate in the future."

Philbrick also has found a niche for his technology and Advantage Database Server in academia. For the veterinary teaching hospital of a major university in the Midwest, Philbrick linked the medical records piece of his practice management software with the hospital's existing information system and database software. "They asked me to switch to their database solution (Microsoft SQL Server), but I told them that the instant access I have to the Advantage technical staff and the ease and reliability of the product was too good to give up."

Philbrick credits Advantage Database Server with his ability to leverage his initial technology into related markets. "It has allowed us to meet every challenge and come back to our clients with a 'yes' answer," he says. "Advantage has never been a limiting factor in our development process. Whatever I can dream up, I can do."

For additional product information about Advantage Database Server, visit our Web site at **www.AdvantageDatabase.com,** or call: **800-235-7576** or **208-322-7575, ext. 5030.**

For additional information about the Animal Intelligence solution for the specialty veterinary profession, visit the company's Web site at www.animalintelligence.com, or call: 800-764-1070.

For additional information about custom veterinary informatics solutions from Integraprise, visit the company's Web site at www.integraprise.com, or call: 360-981-3904.

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Extended Systems is a global leader in providing mobile infrastructure software that extends enterprise applications to mobile and wireless environments. The company's mobile information management products include data synchronization and management software, mobile application development software, short-range wireless connectivity products (Bluetooth and IrDA-compliant), and client/server database management systems with remote access capabilities.

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