



11 Reasons Why Over 40 Bay Area Healthcare Practices Trust TruAdvantage For Their Computer Support Needs

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HEALTHCARE.TRUADVANTAGE.COM



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From the Desk of: Kayvan Yazdi
Co-Founder & President, TruAdvantage



Dear Colleague,

It just amazes us how unreliable and arrogant some computer technicians are. To add the icing to the cake, they lack even the most basic level of understanding on healthcare industry, EMR challenges and HIPAA Compliance.

When you call them for help, you end up talking to their voice mail. Then when you finally get them on the phone, they make you wait hours -- even days -- before they can actually come out to see you. Even at that, a lot of them are late, never really explain what they are doing, and as a final insult, bill you for work that you are not satisfied with!

Enough Is Enough!

We think it's about time someone finally got it right. That's why we decided to start a "one company revolution" and commit ourselves to delivering fast, affordable computer network support and healthcare IT from technicians who really know what they are doing. We believe our philosophy of combining fast response helpdesk support for users + strategic IT and Healthcare IT consulting + proactive IT management is the only way for healthcare practices to win with IT

Although we don't think this is an amazing concept, it still surprises us how many companies don't get it right. After all, you and I know that there are plenty of computer consulting firms out there offering some type of network support; but an awful lot of them are new or just getting started in the business. Some will even outsource their clients' projects to part-time technicians that are between jobs or to companies overseas.

We've been servicing healthcare organizations in the Bay Area for over 15 years and ALL of our technicians are full-time employees that hold the most up-to-date certifications and expertise in every area of networking. When you hire us for ANY project, not only can you expect it to be done right, but you can expect it to be done on time and on budget.

Enclosed are comments from clients that will validate these are not just hyped up claims but very real reasons why you'll want to outsource all your IT support and service to us.

Dedicated to serving you,

Kayvan Yazdi

A handwritten signature in blue ink that reads "k. yazdi". The signature is stylized and fluid.

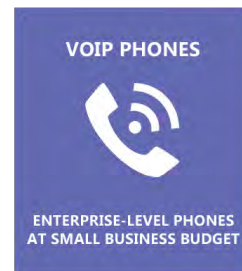
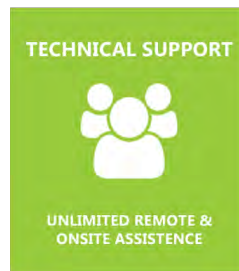
A LETTER FROM OUR PRESIDENT

Bay Area's IT Service Provider Comparison Chart for Healthcare Practices

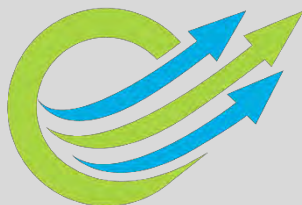
27 Questions You MUST Ask Before Hiring Anyone to Support the Network of Your Healthcare Practice	Company A	Company B	
Do they have intimate knowledge of healthcare practices and regulations?			✓
Do they work with more than 40 Bay Area healthcare practices?			✓
Do they help you with your EMR/EHR setup and management?			✓
Can they help you reach HIPAA compliance , and help train your staff?			✓
Will they help you optimize your office to reduce overall costs and increase productivity?			✓
Do they have valuable testimonials from satisfied clients to back up their claims?			✓
Do they answer the phone live?			✓
Do they have a written, guaranteed response time?			✓
Do they take the time to explain things in plain English? No “Geek Speak” ?			✓
Do they offer (new) ways to improve your network performance?			✓
Do they provide detailed invoices explaining what you are paying for?			✓
Do they have adequate Errors & Omissions, Liability, and Workers Comp Insurance to protect YOU?			✓
Do they <u>guarantee</u> to complete projects on time and on budget?			✓
Do they insist on monitoring your network 24-7-365 to PREVENT problems from turning into downtime, viruses & other issues?			✓
Do they provide a weekly report so you know for sure that your systems are secure & protected ?			✓
Do they provide you with full written network documentation?			✓
Do they have other technicians on staff who are familiar with your network?			✓
Is their “all-inclusive” support plan TRULY all-inclusive ?			✓
Do they insist on monitoring onsite AND offsite backups?			✓
Do they insist on doing periodic test restores of your backups?			✓
Do they insist on backing up your network BEFORE performing any type of project or upgrade?			✓
Do they have a written plan for getting your network restored fast in the event of a disaster?			✓
Is their Help Desk US-based or outsourced overseas?			US Based
Do their technicians maintain certifications & participate in ongoing training?			✓
Do their technicians arrive on-time & dress properly?			✓
Are they familiar with your Line of Business applications?			✓
When something goes wrong, do they own the problem through to completion?			✓



FIND THE RIGHT IT SOLUTIONS FOR YOUR BUSINESS
SCHEDULE A FREE NETWORK ASSESSMENT TODAY



Our Philosophy Is Simple:



We Believe *Fast Response Helpdesk Support* + *Proactive IT*

Management + *Strategic IT Consulting* is the ONLY way for SMB's to

Win with IT and **SOLVE** technology problems, **OPTIMIZE** staff productivity, and **GROW** a competitive advantage.

Our Partners



CERTIFIED TO BETTER SERVE YOU

Our Technology Certifications



**“Competent, Fun, Professional And Very Responsive.
They Have Contributed To Our Growth Since 2004.”**



Dr. Reza Malek

*Executive & Head Neuro-Surgeon,
Minimally Invasive Surgical Solutions*

Client Profile

Industry: Healthcare | Client Since: 2004
Size: 30 | San Jose, CA

Getting Their TruAdvantage With IT Through:

- ✓ Proactive Server & Desktop Management
- ✓ Onsite Network Administration
- ✓ Helpdesk Support
- ✓ Virtual Desktops
- ✓ vCIO Services
- ✓ Telephony
- ✓ Backup and Onsite/Offsite Disaster Recovery
- ✓ HIPAA & Healthcare IT Consulting

“TruAdvantage has been with us since our foundation in 2004 and has helped us grow to 30 employees. Their expertise in both IT and healthcare IT has been the game changer for our practice, improving our staff efficiency, increasing cost savings and reaching worry-free HIPAA compliance. The team is easy to interact with, professional, fun and personable. They are truly part of our team.”

Watch Dr. Malek’s story at:



www.truAdvantage.com/our-clients

WHAT OUR CLIENTS SAY

“Not Even 1 Minute Of Downtime So Far.”



Client Profile

Industry: Healthcare | Client Since: 2011

Size: 250 | San Jose, CA

Getting Their TruAdvantage With IT Through:

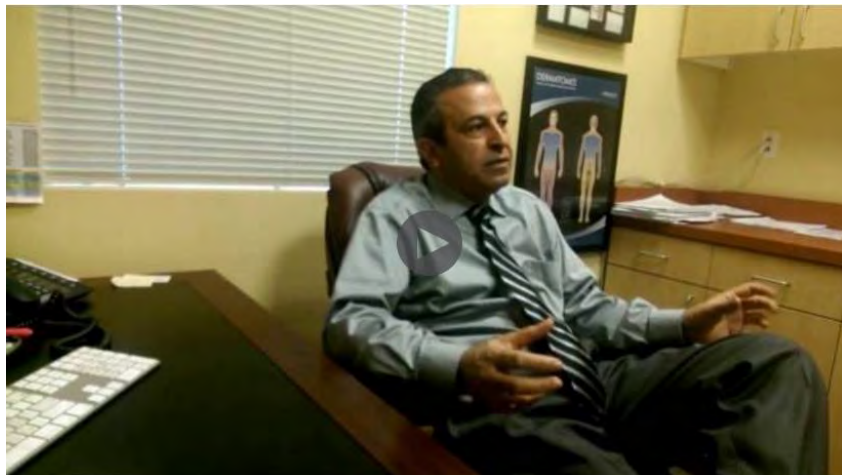
- ✓ Strategic IT Consulting
- ✓ Cloud Services
- ✓ Backup and Onsite/Offsite Disaster Recovery
- ✓ Telephony

David Mizrahi

*CTO,
Kern Radiology*

“We are so glad that TruAdvantage helped us transition to a true backup and disaster recovery protection. It gives our management great peace of mind knowing that all of our data is safe and securely backed up in the cloud on a minute by minute basis. We haven’t had not even one minute of downtime Thanks to TruAdvantage’s business continuity solution. That has saved us thousands of dollars in revenue and downtime. Thanks for all your help.”

Watch David’s Story & More at:



www.truAdvantage.com/our-clients

WHAT OUR CLIENTS SAY

“TruAdvantage Team Has Our Back”



Client Profile

Industry: Healthcare | Client Since: 2004

Size: 6 | San Jose, CA

Getting Their TruAdvantage With IT Through:

- ✓ Desktop and Server Management
- ✓ Virtual Desktops
- ✓ EMR and Workflow consulting

Dr. Ken Trulson

*Physician Assistant,
IR Solutions*

“Very responsive and personable team, and an IT team who speaks the healthcare language and bridges the gap between IT and medical practices.”

Watch Dr. Trulson’s story at:



www.truAdvantage.com/our-clients

WHAT OUR CLIENTS SAY

“Lowering Our Cost And Making Our Staff Efficient”



Client Profile

Industry: Healthcare | Client Since: 2004

Size: 25 | San Jose, CA

Getting Their TruAdvantage With IT Through:

- ✓ Desktop & Server Management
- ✓ Onsite Network Consulting
- ✓ 24/7 Helpdesk Support
- ✓ Strategic IT Consulting
- ✓ Backup and Onsite/Offsite Disaster Recovery
- ✓ EMR & HIPAA Compliance Consulting

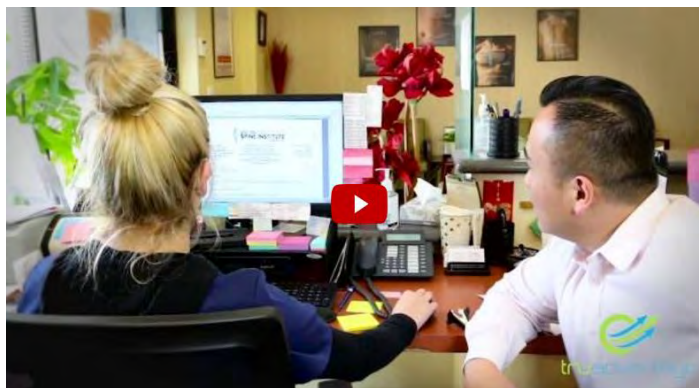
Brian Ha

*Practice Manager,
Interventional Vascular Institute*

“We feel secure knowing that TruAdvantage understands our technology needs and pain points. The 24/7 support and proactive monitoring allowed our staff to focus on what they do best and brought immense peace of mind for management.

Their Seamless IT, EMR and HIPAA support have made our practice flow and staff efficient and helped us reduce cost.”

Watch Brian’s story at:



www.truAdvantage.com/our-clients

WHAT OUR CLIENTS SAY

“Their Recommendations Lowered Our Overhead Costs Resulting In Savings Over 30%.”



Client Profile

Industry: Healthcare | Client Since: 2005

Size: 15 | Sunnyvale, CA

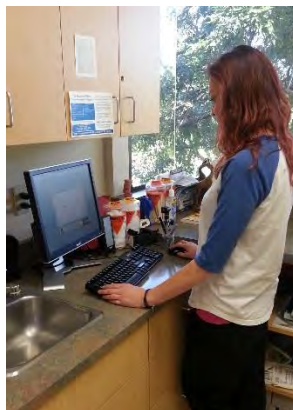
Getting Their TruAdvantage With IT Through:

- ✓ Managed Services
- ✓ Helpdesk Support
- ✓ EMR & HIPAA Compliance Consulting

Greg Hooper

*Head Physician,
Hooper Family Practice*

“Being a small medical practice with limited budget, we feel like we have a full time IT department at a fraction of cost. Now we get 24/7 support and peace of mind for IT and Medical IT issues, which has led to zero downtime and lowered IT cost can’t ask for more.”



WHAT OUR CLIENTS SAY

“Peace of Mind with Zero Downtime”

“One Of My Best Business Decisions”



Client Profile

Industry: Healthcare | Client Since: 2006

Size: 10 | San Jose, CA

Getting Their TruAdvantage With IT Through:

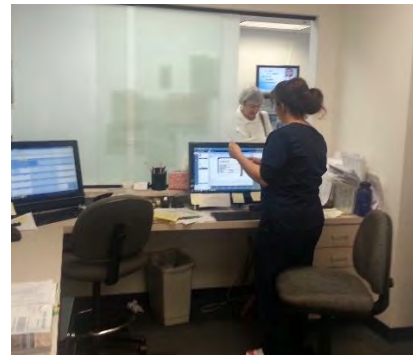
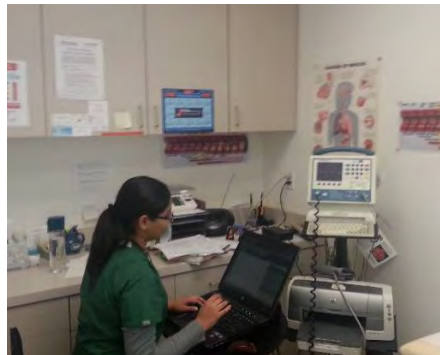
- ✓ Cloud Migration & Server
- ✓ Telephony (VoIP)
- ✓ Office 365
- ✓ Managed Services (totalCARE)
- ✓ Helpdesk Support
- ✓ Backup & Disaster Recovery Planning

Mohammad Shenasa

*Executive & Cardiovascular Specialist,
Southbay Cardiovascular Group*

“Switching from our previous IT vendor to TruAdvantage seemed like a daunting process but TruAdvantage addressed this concern from our initial meeting and made it very smooth. Four years later and I can assertively say choosing TruAdvantage has been one of my best business decisions.”

WHAT OUR CLIENTS SAY



“Best Business Decision”

“TruAdvantage Was Able To Help Us With Growth, Security, Affordability, And More”



Client Profile

Industry: Healthcare | Client Since: 2014

Size: 6 | San Jose, CA

Getting Their TruAdvantage With IT Through:

- ✓ Telephony
- ✓ Helpdesk Support
- ✓ Desktop and Server Management
- ✓ EMR and HIPAA Compliance Management

Jafar Tay

*Executive & Head Physician,
VEVA Group*

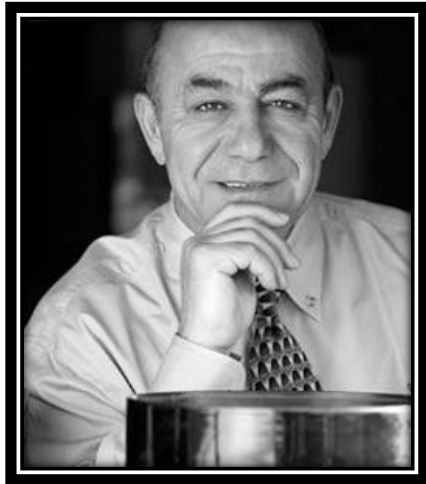
“As a new business, we needed a knowledgeable and reliable partner to help us setup our IT and Healthcare IT infrastructure with an affordable budget. Rapid growth, security and affordability were of paramount importance for us. TruAdvantage addressed them all and surpassed our expectations.”



WHAT OUR CLIENTS SAY

“Affordable Budget”

“Efficiency And Cost Saving Helped Our Startup”



Client Profile

Industry: Biomedical | Client Since: 2002

Size: 50 | San Jose, CA

Getting Their TruAdvantage With IT Through:

- ✓ Server Virtualization
- ✓ Strategic IT Consulting (vCIO)
- ✓ Backup and Business Continuity
- ✓ Network Administration

Al Piramoon

*President and CEO,
FIBERLite Centrifuge INC. (Acquired by ThermoFisher)*

“As a small startup company that we were at 2002 Kayvan and the TruAdvantage team brought great IT competency to our organization. Their staff are dedicated, have high work ethics at a reasonable cost. Availability, competence and getting the job done correctly is the best features of their team.

They helped us save quite some cost by outsourcing our IT to their reliable team with access to multiple engineers and resources instead of hiring IT people. I would recommend TruAdvantage due to their capabilities, cost effectiveness and availability to get the job done and managing it thereafter correctly.”

Watch Al Piramoon's story at:



www.truAdvantage.com/Piramoon

WHAT OUR CLIENTS SAY

“Worry-Free IT And Security”



Client Profile

Industry: Pharmaceuticals | Client Since: 2008

Size: 17 | Los Gatos, CA

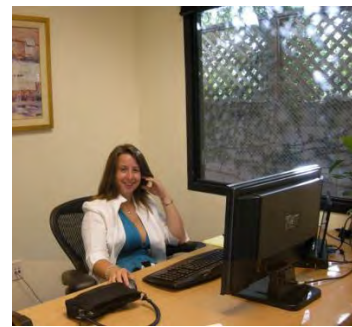
Getting Their TruAdvantage With IT Through:

- ✓ Onsite Network Administration
- ✓ Backup & Disaster Recovery
- ✓ Managed Services

Joseph Dunn

*President & CEO,
EndogenX, Inc*

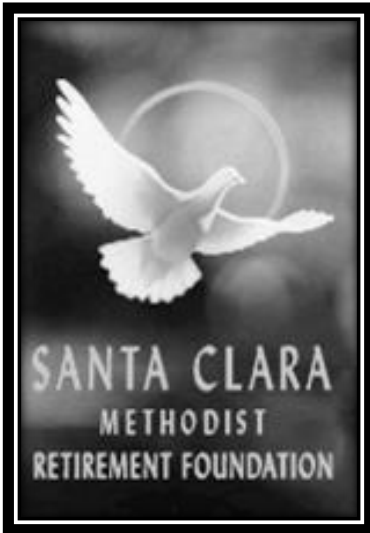
“Before TruAdvantage as our IT advisor, my staff used to spend way too much time on IT issues. Now with their support and process my staff is way more productive and is back to the business of research and inventing great pharmaceutical products.”



WHAT OUR CLIENTS SAY

“Way More Productive”

“Quick And Personal Attention”



Shannon Penick

Santa Clara Methodist Retirement Foundation

Client Profile

Industry: Non-Profit | Client Since: 2002

Size: 20 | Santa Clara, CA

Getting Their TruAdvantage With IT Through:

- ✓ Cloud Servers
- ✓ Proactive Desktop and Server Management (totalCARE)
- ✓ Helpdesk Services
- ✓ Network Security & Administration
- ✓ Office 365

“Iman and his team have been our IT support at work for the last 12 years. They are able to handle many of our IT problems remotely so we can keep working with minimal disruption to our schedules. Sometimes this means addressing an issue immediately, and sometimes it means they're working late at night when we are out of the office so as not to disturb us during the workday. As a small business, we have always appreciated that Iman is willing and able to give us quick and personal attention, and that he and his team are understanding of our company's needs.”

WHAT OUR CLIENTS SAY

“Supporting Us Since 2002”

“They Go Above And Beyond Your Normal IT Company”



Client Profile

Industry: Digital Marketing | Client Since: 2012
Size: 10 | San Jose, CA

Getting Their TruAdvantage With IT Through:

- ✓ Cloud Migration & Servers
- ✓ Desktop & Server Management
- ✓ 24/7 Helpdesk Support
- ✓ Strategic IT Consulting

Ali Tassavor

*Owner,
Nikalabs Digital Marketing*

“Fun and knowledgeable team with a diverse team and expertise. No geek language, very process oriented, every responsive by following metrics. They have become a true partner for our business. We even call them for non IT issues sometimes (like what TV should I buy) and get their recommendation. Highly recommended especially if you want a trusted advisor to help you with daily IT issues and also overall IT direction and strategy.”



“No Geek Language”

WHAT OUR CLIENTS SAY



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healthcare.TruAdvantage.com



facebook.com/TruAdvantage



linkedin.com/company/TruAdvantage