



## MacPractice Relies on MySQL to Deploy Powerful Healthcare Practice Management and Clinical Solutions



### Healthcare

OS: Mac OS X

Database: MySQL Embedded Server

Language: Objective-C

“MySQL has enabled MacPractice to deliver flexible, low cost practice management and clinical healthcare solutions to thousands of installations and tens of thousands of users.”

**Mark Hollis**

CEO, MacPractice

### MacPractice Overview

MacPractice is the leading developer and supplier of practice management and clinical software, hardware and services on Apple Mac systems. Their powerful, simple and easy to learn solutions are enabling medical, dental, chiropractic and optometry practices to operate more efficiently and automate everything from patient scheduling and billing to prescription and EMR (Electronic Medical Record) management. In less than 4 years, MacPractice has deployed more than 2000 installations. MySQL is used to store all critical data including patient data, clinical information, prescription history, billing history and more.

### The Business Challenge

MacPractice customers are typically small to medium sized medical, dental, chiropractic, and optometry practices that don't have technical resources to manage their IT infrastructure. To be successful, MacPractice needed to develop an easy to use and reliable solution that could be deployed to thousands of offices throughout the United States. Furthermore, small practices are price sensitive so MacPractice needed to be keep their solution affordable by keeping the cost of goods low.

### The MySQL Solution

MacPractice has built simple, intuitive and powerful medical practice solutions that also integrate with other software and hardware such as digital imaging equipment and medical devices. MySQL's ease of use helps MacPractice achieve the flexibility it needs to be a leading practice management software provider. For example, MacPractice is able to quickly comply with constantly evolving government and insurance regulations. In addition, MacPractice chose MySQL for the following reasons:

- **Reliability** – MacPractice can easily support and deploy thousands of medical practices
- **Low Administration** – enables customers to deploy MacPractice without SysAdmins or DBAs
- **Low Cost** – allows MacPractice to offer an affordable solution to small and medium sized businesses
- **Scalability** – provides MacPractice the opportunity to deploy large installations to a rapidly growing customer base

## MySQL Embedded Server for OEMs, ISVs, and VARs

MySQL Embedded Server is a full-featured, zero administration database that enables ISVs and OEMs to bring their applications and solutions to market faster. MySQL's small footprint, zero administration and support for 20+ platforms gives ISVs and OEMs ultimate flexibility to ship a highly reliable SQL compliant, transactional database with just about any software application or hardware appliance.

MySQL Embedded Server enables OEM/ISV/VARs to:

- **Reduce COGS and improve profitability** by embedding a cost-effective database without artificial license restrictions on CPU, memory, and servers
- **Bring applications to market faster** by embedding a proven database rather than building and maintaining a proprietary database in-house
- **Deliver a differentiated solution** that can capture, store and report on data with speed and granularity by embedding a full-featured, relational database
- **Win competitive comparisons** using a SQL compliant, relational database with superior performance and reliability
- **Deliver a Zero Administration solution** so that their customer don't have to hire dedicated DBA resources
- **Make reporting and analysis easy** using a cost-effective open source reporting solutions like Jasper for MySQL: OEM Edition.

MySQL Embedded Server is Ideally Suited for:

### Software Applications

- Network & Performance Management
- Monitoring Systems
- CRM & ERP
- Educational Software
- Email, Anti-spam software
- VoIP & Online Messaging
- Healthcare & Practice Management
- Biotech

### Hardware Appliances

- Networking Equipment
- Routers & Traffic Controllers
- Security Appliances
- Retail Kiosks
- Point-of-Sale (POS) Systems
- Diagnostic Instruments
- Sensory Devices
- And more...

### About MySQL

MySQL is the most popular open source database software in the world. Many of the world's largest and fastest-growing organizations use MySQL to save time and money powering their high-volume Web sites, critical business systems, and packaged software. At [www.mysql.com](http://www.mysql.com), Sun provides corporate users with commercial subscriptions and services, and actively supports the large MySQL open source developer community.



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