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American Health Associates Selects Purewire as Most Cost-Effective, Powerful Web Security Service

Healthcare Organization Enforces Web Policy and Ensures Users and Sensitive Information are Protected from Malware

ATLANTA (June 12, 2009)— [Purewire, Inc.](#), a SaaS-based secure Web gateway vendor that protects business and social interactions on the Web, today announced that American Health Associates, Inc. – Clinical Laboratories (AHA), a full service clinical reference laboratory serving physicians, hospitals, home health agencies and other healthcare organizations, has deployed the [Purewire Web Security Service](#) (http://www.purewire.com/purewire_web_security_service.php) to protect its end users and critical company data..

AHA selected the Purewire Web Security Service to replace its previous Web security solution after realizing the cost savings generated by Purewire's software-as-a-service (SaaS) approach. With Purewire, AHA receives a [comprehensive security service](#) while avoiding the costs associated with deploying and maintaining onsite, licensed security software or hardware. In addition, AHA benefits from instant security updates that are made to the service by [Purewire Research](#).

Purewire's service protects AHA's information from malicious applications on the Web, enforces corporate policies regarding Web use, and assists in compliance with regulatory requirements to secure strict control of patient information. Deployed as a SaaS-based secure Web gateway, Purewire inspects outbound Web traffic for safety and compliance and analyzes Web site response traffic for malicious programs and untrustworthy users.

"For our business, it is critical that IT managers deploy technologies that are well-supported, affordable and accessible," said Brion Bell, IT manager for AHA. "Purewire provides a scalable, affordable and powerful solution—far above the competition—that is also very easy to use. I could practically set-and-forget it, effectively enforcing policies AHA has established regarding Web tools and usage."

AHA's four medical reference labs are overseen by Bell, who is charged with managing enterprise technologies, network security, Web accessibility and security, data and voice services for the company. In February, Bell implemented the Purewire Web Security Service, noting that within a few days and with the support from Purewire's implementation team, he had the service up and running to direct all Web traffic through the Purewire service.

“Healthcare organizations like AHA need to set and enforce Web policies that protect patient and corporate information,” said Dr. Paul Judge, co-founder and chief technology officer of Purewire. “The Purewire Web Security Service goes far beyond URL filtering, including anti-virus, anti-malware, application control and policy management in a quick to implement, affordable solution. As a SaaS offering with subscription-based pricing, companies can deploy the service without having to purchase or install any additional hardware or software and actually save money on what’s being spent on traditional Web filtering tools.”

About Purewire, Inc.

Headquartered in Atlanta, Purewire secures business and social interactions on the Web. Founded by veteran security industry entrepreneurs, the company offers Web security-as-a-service to increase ROI and lower the total cost of security for businesses. Purewire is the only vendor that addresses the complete Web security threat landscape, providing unique algorithms and scalable services to protect users from malicious people, places and things on the Web™. For additional information, please visit www.purewire.com.

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