

Payers Move to Azure without Sky-high Storage Costs

About Pure Storage for Payers in Azure:

Pure Storage® delivers a cloud experience that empowers every organization to get the most from their data while reducing the complexity and expense of managing the infrastructure behind it.


What we offer

Payers are looking to find efficiencies in all of their business processes. From identifying members at risk for serious illnesses to streamlining their claims workflow, the key to these efficiencies is found in a cost-effective, reliable, and flexible data management strategy. Cloud environments have unique services, APIs, cost models, performance characteristics, and architectures, making it challenging to run applications in both on-premises and cloud environments. Pure Cloud Block Store™ running in Azure bridges the gap by providing a common data services layer that abstracts applications and data from their underlying hardware, providing a consistent experience regardless of where your data lives.



Disaster Recovery in Azure

Pure Cloud Block Store enables replication to Azure and between availability zones cost effectively. Its always-on encryption and cloud native cybersecurity safeguard data, preserve integrity, and support continuous uptime.



Inspired creativity, content, and experiences

Enhance patient engagement

Personalize patient care by providing them with more control over their health. Enable enriched data to flow securely through every point of care to continuously improve each patient's experience and health outcomes. Coordinate care in real time by enabling care teams to communicate and collaborate in a single secure place to accelerate decision making and time-to-treatment.

Key stats:

How technology is impacting the healthcare industry

\$10M

A single healthcare data breach can cost an average of around \$10 million, significantly higher than other industries, driving security and compliance.

Source: "171 Cyber Security Statistics: 2025's Updated Trends and Data," Keepnet, 2024.

\$7.7T

The U.S. health economy is the most expensive health system in the world. Costs are escalating with expenditures of \$4.5 trillion in 2022 and are projected to grow to \$7.7 trillion by 2032..

Source: "2024 Trends Shaping the Health Economy," Trilliant, 2024.

25%

Artificial intelligence is poised to become a major force in healthcare to improve patient outcomes and reduce operational expenses. Adoption of AI is gaining traction, with 15% of providers and 25% of payers reporting an established AI strategy in 2024.

Source: "Trends 2025: AI in healthcare progressing despite reimbursement hurdles," Finance News, 2024.