

Case Study

Efficiency by Design: How New York Cancer & Blood Specialists is using BridgeLink to drive community oncology innovation

To maintain its position as a leader in oncology care, **New York Cancer & Blood Specialists (NYCBS)** undertook a large-scale data modernization initiative to enhance operational agility and interoperability. Leveraging **BridgeLink by Innovar Healthcare**, NYCBS executed a rapid, controlled transition to a modern integration platform, **establishing a scalable foundation for future growth** without disrupting patient care.

By moving to a self-managed, cloud-native integration layer, the organization bypassed traditional vendor timelines and established a high-performance infrastructure that operates at a fraction of the cost of proprietary engines.

THE STRATEGY: PRIORITIZING OWNERSHIP AND AGILITY

NYCBS recognized that relying on external vendor timelines for critical data connections created a ceiling for growth. The organization sought a solution that provided maximum flexibility and internal ownership of the integration layer.

The transition to BridgeLink was driven by several strategic goals:

- **Internal Autonomy:** Developing in-house expertise to manage complex data transformations without third-party dependency.
- **Resource Efficiency:** Implementing a cloud-based architecture that scales dynamically while requiring minimal maintenance.
- **Speed to Value:** Executing high-volume data migrations on a timeline that traditional vendor engines could not support.



CHALLENGE

NYCBS needed a faster, lower-cost way to modernize its integration architecture without vendor lock-in.

SOLUTION

NYCBS deployed BridgeLink by Innovar Healthcare, a self-managed, cloud-native integration layer designed for speed, flexibility, and internal ownership.

OUTCOMES

NYCBS executed a comprehensive migration of its patient database, covering all historical clinical charts and records. The transition reduced development effort by 80% and mitigated long-term integration costs previously projected at approximately \$250K annually by moving to a controlled, low monthly operating model.

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If you want to be as flexible as possible and have as much ownership as possible... then a tool like [BridgeLink] is what you want. It gives you a level of control that other data leaders... might not necessarily have."

- Liam Koons, VP of Data Integration and Data Engineering, NYCBS

Performance and Economic Impact

The modernization project demonstrated that high-volume interoperability does not require a massive financial or infrastructure footprint.

1

High-Performance Throughput

During a large scale migration of all historical patient charts, the BridgeLink engine demonstrated superior stability. While the sending and receiving systems were challenged by the massive data load, BridgeLink processed the volume flawlessly with **zero special tuning or manual intervention**.

2

Radical Cost Transformation

The move to a self-managed, cloud-native model redefined the project's Total Cost of Ownership (TCO):

- **Infrastructure Savings:** A traditional vendor integration engine typically represents a **\$250,000 annual expenditure**.
- **The BridgeLink Advantage:** AWS resource costs for BridgeLink were reduced to **under \$1,000 per month**.
- **Speed to Value:** Executing **high-volume data migrations** on a timeline that traditional vendor engines could not support.

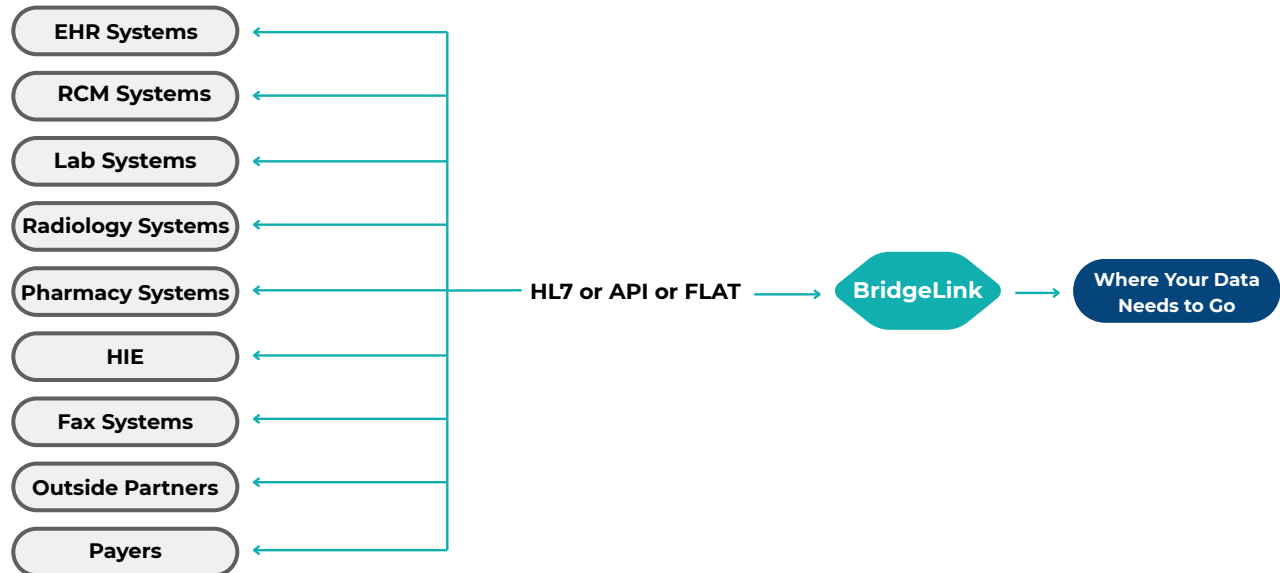


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Technical Architecture: The Lookup Table Advantage

A key driver of the project's success was the use of **BridgeLink's Lookup Tables**, which allowed the team to replace complex custom code with simplified, reusable references.

BridgeLink serves as the central hub, routing data between various endpoints—including clinical records and financial systems—using a mix of HL7, API, and FLAT file formats.



Engineering Efficiency

- **Reduction in Complexity:** The team replaced approximately **1,000 lines of custom JavaScript per channel** with simple reference tables.
- **Development Velocity:** This architectural shift turned a project estimated at 1,000 engineering hours into a **200-hour execution**—an **80% increase in development speed**.
- **Maintenance Agility:** New location updates that previously required an hour of engineering work now take just **five minutes**.

Future-Proofing for the API Era

As the healthcare industry transitions from HL7 standards to API-based connectivity, NYCBS is utilizing BridgeLink to remain ahead of the curve. The organization is currently focused on enhancing API functionality, including key storage and advanced authentication, to support the next generation of healthcare data exchange.

By choosing a flexible, self-managed middleware, NYCBS has moved beyond the limitations of "black box" vendors, establishing a cost-effective blueprint for modern healthcare interoperability.

Learn more about Innovar and BridgeLink at innovarhealthcare.com/bridgelinek

