STRATIFI HEALTH HELPS INDEPENDENT PHYSICIAN PRACTICES ACHIEVE GREATER FOCUS ON PATIENTS

PERSPECTIVE

Technology and information systems are an essential element of any competitive enterprise today. Automation, data intelligence, accuracy and the efficiencies modern IT systems provide not only free employees from manual or routine tasks but also enable organizations to focus on innovation and maintaining a competitive edge. But can your IT environment scale and adapt as you combat disruption and grow your business? It can do these things and more, provided you have the right IT partner.

SITUATION

StratiFi Health, a highly successful physician practice services and population health organization, was experiencing rapid growth. As part of StratiFi Health's growth strategy, and as a market differentiator, key strategic IT investments have been implemented in anticipation that as the business scaled, costs would return to the levels expected long-term. But, as the business expanded, StratiFi Health was experiencing higher than anticipated IT support costs as a percentage of revenue.

> "This is an exciting step in our journey to scale in meeting the needs of the independent physicians we serve. GuideIT has a proven model for enabling more depth and quality in IT at scale, a critical asset for physicians. Leaning on StratiFi Health for their IT needs, independent physicians can achieve sharper focus on patients and the communities they serve."
>
> -- Dr. Christopher Crow
> CEO of StratiFi Health

OBJECTIVES

Having developed an engaging and effective working relationship with GuideIT, the two organizations began working collaboratively to establish a set of objectives and success criteria in support of the strategic business outcomes. Beginning with a vision for how IT would support and evolve with StratiFi Health's growth and strategy, the two organizations designed a supporting IT function, part of which would be operated by GuideIT and part retained within StratiFi Health. Based on this shared vision, three objectives were set for the strategic services relationship: (1) pricing would use a model that tied IT spend to revenue in order to secure expected fixed cost leverage and productivity gains; (2) targeted operational metrics would be achieved; (3) StratiFi Health would have a rapid design and delivery mechanism for IT initiatives ranging from technology infrastructure to clinical applications support.
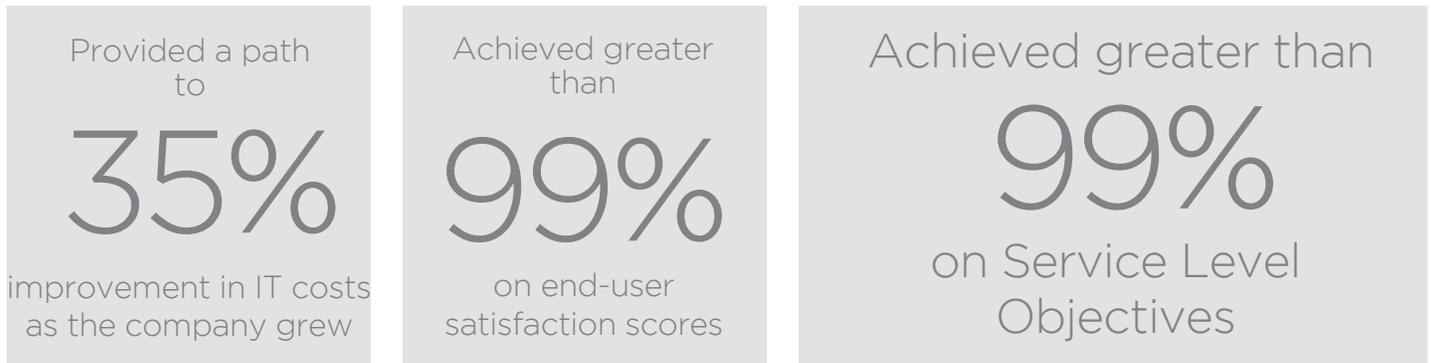
SOLUTION

StratiFi Health chose GuideIT based on its ability to provide high quality services and implement an alternative pricing model that was tied to their overall business performance with a contractual commitment to reduce their IT expense as a percent of revenue as they grew their organization. As a way to better map StratiFi Health's IT needs to their growth projections and new business opportunities, GuideIT evaluated their existing IT infrastructure – looking at capability versus business needs, overall systems reliability, security, and end-user demand. The mapping exercise lead to a series of system improvements and an infrastructure roadmap that provided StratiFi Health a rapid design and delivery mechanism to expand the services it provides physicians to meet future business growth.

GuideIT also implemented a Service Desk solution that expanded the landscape of services support being provided, while also improving up-time and service call completion rates for end-users. In parallel, GuideIT built and delivered a tiered physician services catalog, enabling StratiFi Health to sell to a broader mix of physician practices, unveiling one of several new opportunities for increased revenue.

Lastly, GuideIT implemented a series of Service Level Objectives (SLO's) to ensure performance according to StratiFi Health's IT business objectives. To increase their focus on client relationships, two major customer satisfaction drivers included: (1) the development of a fully-integrated and automated daily operations report for leadership to stay informed of IT system performance and client engagements; (2) implementing a new customer online satisfaction survey that allowed the team to gauge overall client satisfaction on a consistent and ongoing basis. These performance-driven developments were key to uncovering service and delivery challenges, in real-time, while surfacing new revenue opportunities via their client roadmap process.

RESULTS

Provided a path to
35%
improvement in IT costs as the company grew

Achieved greater than
99%
on end-user satisfaction scores

Achieved greater than
99%
on Service Level Objectives

KEY BUSINESS RESULTS

- Provided a path to 35% improvement in IT costs as the company grew
- Achieved no less than 99% consistency on service management operational goals
- Achieved consistent customer satisfaction scores of 99%

KEY IT RESULTS

- Increased First Call Resolution rate to greater than 80%
- Reduced call Abandon Rate to 3%

About GuideIT
While technology is critical for every business, it's also complex and ever-changing, often making it difficult to manage as an asset. Because of this complexity, many business leaders find themselves in need of advisors they can trust...people who can guide them through getting the most out of technology, relative to their business priorities and the results they seek. That's why people put their trust in us. Visit guideit.com.

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