

# WHAT HEALTHCARE ORGANISATIONS SHOULD LOOK FOR IN A MANAGED SERVICE PROVIDER

The impacts of COVID-19 have seen many industries embrace new digital growth opportunities at a much faster rate than anticipated. One such industry that has felt the effects of the pandemic most sharply is the healthcare sector.

Healthcare organisations faced the obvious frontline exposure to risk and stretching of resources. More than that, the sector was hit with logistical challenges and impetus to adapt processes to a digital-first approach, while keeping up with industry best practices that involved disruptive new technologies.

The Australian government has committed more than \$25 billion towards the COVID-19 health response since March 2020.<sup>1</sup> An additional \$204.6 million has been invested to extend telehealth arrangements until 31 December 2021, bringing total investment to date to \$3.6 billion.<sup>2</sup>

This investment has helped the healthcare industry stay afloat during an unprecedented public health crisis, facilitating additional planning and funding opportunities for the future. The availability of government funding will assist healthcare providers procure the technology and network infrastructure they need to provide high quality services, maintaining a standard of care across all types of patients.

As part of their efforts to modernise, a shift away from on-premises, unsecure, and cumbersome hardware has seen managed service providers (MSPs) provide the management of IT services for many healthcare providers. However, with this digital transformation now beginning to show results in time, effort, and return on investment (ROI), some healthcare providers are questioning the quality of support they are receiving from their MSP.

1. <https://www.health.gov.au/ministers/the-hon-greg-hunt-mp/media/budget-2021-22-generational-change-and-record-investment-in-the-health-of-australians>

2. <https://www.health.gov.au/ministers/the-hon-greg-hunt-mp/media/budget-2021-22-generational-change-and-record-investment-in-the-health-of-australians>

## WHAT'S CAUSING THE DISCONNECT BETWEEN MSPS AND HEALTH CARE PROVIDERS?

With the sector's digital needs rapidly growing, many healthcare organisations are looking for their MSP to solve issues as they arise. This causes a problem when the MSP suffers from the following shortcomings:

1

### LACK OF EXPERIENCE.

As the pandemic opens doors for technological advancements across industries, MSPs have been quick to secure new clients on their transformation journey. Unfortunately, they may not have an adequate level of experience or understanding when it comes to the healthcare sector, therefore potentially being unable to anticipate or meet likely issues, volumes, or timeframes as they arise.

2

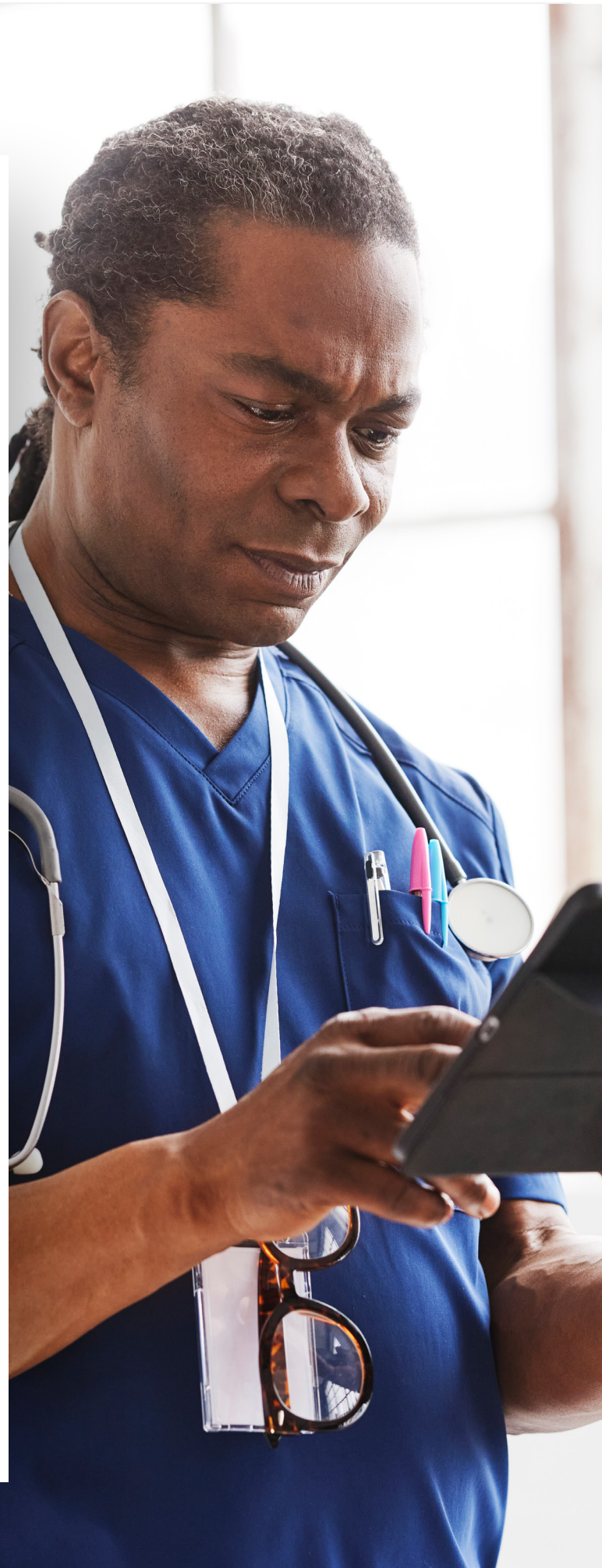
### INABILITY TO FACILITATE GROWTH.

At a time where many organisations are expanding their managed services portfolio, there is a need for MSPs that can grow that can grow with the changing business requirements, not just step back once a certain quota is achieved.

3

### TOO WIDE A FOCUS.

Many MSPs embody the saying, 'jack of all trades, master of none'. They can do a lot for customers at the surface level yet lack a focus on healthcare-specific technologies and processes, falling short of expectations around basic business-as-usual activities unique to the sector.







## THE TOP MUST-HAVES FOR AN MSP

When it comes to finding the right MSP partner for a healthcare organisation, there are certain qualities to look for that will maximise the chance of a successful fit:



### DEPTH AND BREADTH OF TECHNOLOGY

An MSP must be able to spin up new features and services across a range of cloud providers, administer digital services, and provide novel integrations with technology standards that customers need to work with their existing setup at short notice. If an MSP doesn't have a solid technology base with its own networks and the in-house resources to conduct the whole orchestra, the risk of service degradation and interruption will be significant.



### TECHNICAL KNOWLEDGE TO SERVICE THE HEALTHCARE INDUSTRY

The right MSP should have the healthcare industry experience to anticipate daily needs and provide services which are task-specific, adhering to requirements such as patient confidentiality. One example of this is wayfinding, a solution that provides blue dot navigation, digital mapping, route planning, and location-based messaging to improve hospital safety, accessibility, and the overall visitor experience. An MSP that wants to branch out into healthcare—taking a healthcare provider on as its first industry client—puts the provider at risk of becoming a set of training wheels. To hit the ground running, a prospective MSP will have a background of successful engagements with other healthcare providers, and experience working with providers across a range of industry disciplines.



### EXPERIENCE WORKING WITH EMERGENCY SERVICES AND CRITICAL RESPONSE

Healthcare is a broad field encompassing many niche types of service with unique business needs, time-sensitive milestones, and other regulatory requirements. In most sectors, an MSP will juggle conflicting priorities of business key performance indicators (KPIs); however, a healthcare-focused MSP must also speak the language of critical response.



### SIZE AND DEPTH OF CAPACITY

The MSP healthcare providers rely on to keep a single site or entire network of locations running must be large enough to scale on demand. Running out of resources to support all clients and their growth, especially during busy times, simply shouldn't happen in healthcare. There should be service level agreements (SLAs) in place to guarantee that the MSP can grow with increasing demand.

**MISSION-CRITICAL SYSTEMS AND TRANSFORMATIVE DIGITAL SOLUTIONS REQUIRE A NETWORK THAT OFFERS EXCEPTIONAL AVAILABILITY, MANAGEMENT, PERFORMANCE, AND SECURITY. HEALTHCARE PROVIDERS CAN'T AFFORD FOR THEIR TELECOMMUNICATIONS TO FAIL. THIS MAKES IT ESSENTIAL TO CHOOSE AN MSP THAT DELIVERS A STRONG VALUE PROPOSITION THAT MEETS EVEN THE MOST STRINGENT CRITERIA.**

## HOW VERTEL CAN HELP

Vertel provides telecommunications and network infrastructure services for some of Australia's most essential services providers including government organisations running the nation's airports, critical state government hospitals, ambulances, and police.

The services we offer to healthcare providers across Australia benefit from our long history in, and broad knowledge of, the Australian healthcare industry. We work closely with doctors, nurses, and patients to better understand their needs and address both common communications technology challenges and niche healthcare sector needs.

**TO LEARN HOW VERTEL CAN DELIVER  
EXCEPTIONAL SERVICES TO HELP KEEP  
YOUR HEALTHCARE ORGANISATION  
AT THE LEADING EDGE OF THE SECTOR,  
CONTACT THE TEAM TODAY.**

