

Stringfellow's Scalable IT Solutions Propel Urgent Care Clinic to 350 Employees in Record Time

OVERVIEW

An urgent care clinic based in Nashville, Tennessee, with locations across three states in the Midwest United States, was able to experience tremendous growth in the last two years due to implementing high-quality IT infrastructure from the beginning. This organization used Stringfellow Technology Group's strategic planning method of building standardized scalable solutions. This method allowed them to establish turnkey clinic templates that enabled them to grow rapidly and open new clinics within their business footprint.

Introduction

Industry

The urgent care industry in Midwest America experienced a surge in growth over the last two years. This is largely due to an increased demand for convenient, accessible healthcare services such as vaccinations and minor medical procedures. The COVID-19 pandemic also had a major impact on the urgent care industry by driving more people to seek out these types of services with greater frequency, particularly for testing and treatment related to the virus. As a result, many clinics saw an increase in revenue from both existing customers and new patients alike.

Goals

1 OBJECTIVES

- Expand access to technology resources
- Increase internal staff capacity with limited funding

2 BUSINESS PRIORITIES

- Rapid growth
- Scalability and stability
- Maintain data security and service quality

3 LEADERSHIP OPPORTUNITIES

- Form Strategic Partnership
- Align the business strategy with existing technology capabilities
- Form necessary connections to deliver consistent solutions

Problem

SCALABILITY AND STABILITY

This healthcare facility needed a scalable solution to grow its desperately needed clinics across the Midwest United States. The US Covid-19 pandemic caused devastating public healthcare circumstances across the country, and this organization recognized an opportunity to provide frontline testing, care, and other healthcare services to rural populations across the middle of America.

TECHNOLOGY DELIVERY

The lack of technological resources in these rural areas posed enormous challenges to providing accessible healthcare to rural America. This was made worse by the fact that the country was also affected by global supply chain disruptions across the Pacific.

FINANCIAL LIMITATIONS

Finally, the cost of finding and hiring in-house IT staff was too high. This urgent care clinic needed experts with experience but could only afford minimal staff for technology implementation and management. The financial challenges of hiring and staffing an internal IT department meant they would not be able to provide the scalability and stability needed to deliver a seamless technology solution to their other clinic locations.

Solution

This healthcare organization needed an outsourced IT technology partner with extensive knowledge and experience delivering scalable healthcare IT solutions. They could not afford an internal team and could not risk experimental growth with an internal team.

They needed a partner who had the foreknowledge to deliver trusted solutions, as well as the comprehensive understanding required to manage and execute ongoing growth strategies. Every clinic needed to be based upon an established standard for every technology component, from workstations to software to network equipment.

Selecting the most appropriate solutions available from a catalog of trusted vendors, Stringfellow delivered a scalable clinic environment with reproducible parts that could be delivered and implemented by local staff, while still delivering consistent experiences for providers and support staff at the clinic.

Results

The results are clear. This organization emerged as a healthcare leader at unprecedented speed. The growth from 0 to over 18 clinics in the last 2 years demonstrates the synergistic power of having the right technology growth partner linked to the right leadership mindset.

Conclusion

In conclusion, this urgent care clinic's success is a testament to the power of having the right IT platform in place from day one. With the help of Stringfellow Technology Group's strategic planning and implementation of standardized scalable solutions, this organization was able to launch an impressive number of clinics across three states within two years. This case study not only serves as an example for other healthcare organizations looking to expand but also as a reminder that remarkable things can be achieved with the right technology partner and strategy.

