Managed Service Providers

(MSPs) Become MVPs in the Healthcare Industry

INTRODUCTION

Ransomware has become increasingly problematic, attracting a great deal of attention in the media. These cases have been eye-opening warnings to both businesses and individuals—alerting them to take an active approach in protecting their sensitive information.

However, ransomware is not a new concept. It's developed into a complex epidemic that's becoming more difficult to control—especially without the help of managed service providers (MSPs)—due to the many areas ransomware can enter through and potentially affect.

Managed service providers have swooped in (with cloud computing reinforcements) to save the day, with capabilities to administer a company's infrastructure so they don't have to. On a smaller scale, one can think of an MSP as a system administrator—for a hybrid cloud space, for instance—and on a more comprehensive level, an MSP can go beyond serving as remote support and act as a strategic consultant.

THERE ARE THREE MAIN TYPES OF MSPS:

1. Pure-Play MSP

Providing less services and little focus on a company's strategy, Pure Play MSPs offer:

- Management services
- Network monitoring and applications performance
- Some reporting and alerts

2. Staffing-Legacy MSP

These mid-level MSPs target Fortune 500 companies, offering a wide range of services:

- Website functionality restoration
- Monitoring and reporting
- Software patches, installations and upgrades

Staffing-legacy MSPs tend to treat staffing and the MSP's as separate entities to take on a greater responsibility for a client's business.

3. High-Level MSP

The one-stop shop of MSPs provides a full range of services:

- Complete outsourcing of IT operations
- Remote management of IT infrastructure and end-user's systems
- Offerings from other providers, such as application service providers, web hosting companies and network service providers
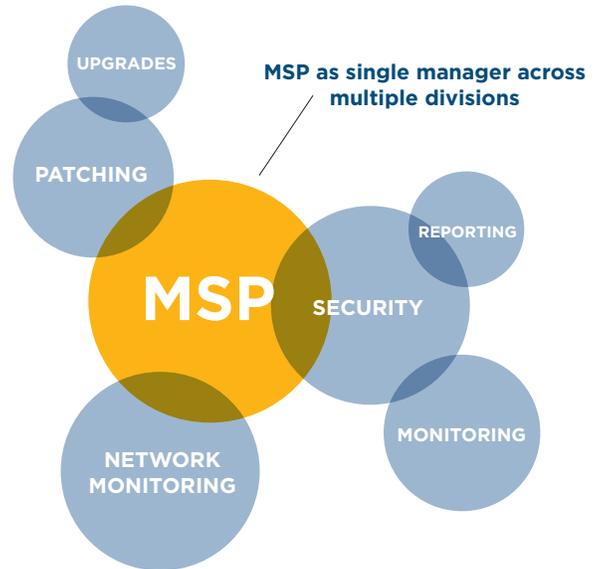
Managed Service Providers

HOW ARE MSPS IMPACTING THE HEALTHCARE INDUSTRY?

"MSP" is no longer a niche term only understood by IT administrators. Healthcare providers are turning to MSPs to hire expert IT staff, trim spending and optimize their patient services.

Both small and large providers may choose to use a high-level MSP because of its diverse offerings. MSPs typically follow a subscription model, accurately estimating monthly costs in advance.

Because MSPs essentially act as a single manager across multiple divisions of a company, the low costs, expertise and opportunity for clients' staff to acquire uptime attract new key players into the market. Healthcare is catching on to the many benefits of using MSPs.

UPGRADES

PATCHING

MSP as single manager across multiple divisions

MSP

REPORTING

SECURITY

MONITORING

NETWORK MONITORING

MAJOR BENEFITS OF USING MSPS FOR HEALTHCARE

An MSP can be a strategic partner for developing key IT performance indicators and business planning. More and more are becoming HIPAA-compliant, which substantiates their services and enhances their validity. In-house IT departments face great challenges trying to keep up with compliance, so turning to an MSP could be a smart solution.

Additionally, healthcare providers are able to save money on IT staffing because all migrations, system integrations, audit services and IT program management fall under the umbrella of a single MSP.

With an MSP, healthcare service providers can:

- Focus more on patient care than on IT
- Provide on- and off-site staff with streamlined tech support
- Rely on a fixed budget for this resource
- Satisfy HIPAA security rules that strongly encourage 3rd-party security scanning
- Rely on "Security as a Service." Many MSPs are equipped to help prevent cyber threats to safeguard patients' information.

THE MSP MARKET CONTINUES TO GROW, AND LINK HIGH IS AN ACTIVE PARTICIPANT.

Link High proudly serves as a managed service provider for companies across various industries—including healthcare—offering affordable, around-the-clock service with cloud computing and more.