
CASE STUDY: LUTHERCARE

HOW HARTMAN HELPED A SENIOR LIVING ORGANIZATION MODERNIZE IT, IMPROVE OPERATIONS, AND POSITION TECHNOLOGY AS A STRATEGIC DRIVER OF GROWTH



OVERVIEW

LutherCare is a not-for-profit faith based senior living and early learning organization operating three communities in Lancaster County, Pennsylvania.

The organization struggled with significant technology and operational challenges that impacted both staff efficiency and resident experiences. Their IT environment was largely outdated, with antiquated systems across clinical, financial, and communication platforms that lacked integration and prevented access to critical data.

Leadership identified that despite maintaining an internal IT team, performance was not meeting expectations and response times for support were significantly delayed. Critical functions, including resident portal access and external communications, were unreliable, directly affecting the ability to attract new residents.

Hartman was introduced to LutherCare through a trusted industry relationship at a time when executive leadership was actively seeking guidance. The engagement was initiated with the support of the CEO, COO, and a newly appointed CFO, who brought a fresh perspective and recognized the need to reposition IT from a cost center to a strategic enabler of growth and innovation.

Hartman was engaged to provide both a comprehensive IT assessment and ongoing CIO leadership to stabilize, modernize, and transform the organization's technology environment.

HARTMAN'S APPROACH

Hartman began the engagement by stepping into a strategic IT leadership role, reporting directly to Luthercare's executive team and conducting a full assessment of the organization's technology landscape, including people, processes, systems, and vendor relationships. This evaluation uncovered systemic issues with outdated infrastructure and systems, lack of integration across platforms, and limited alignment with industry best practices.

Based on these findings, Hartman developed and executed a modernization strategy focused on stabilizing core systems and restructuring the IT operating model. This included transitioning from a fully internal IT model to a hybrid structure, outsourcing help desk services to a managed service provider to improve support, responsiveness and scalability. Internally, the approach shifted toward building specialized capabilities in data analytics and business intelligence to support more strategic decision-making.

Hartman also guided Luthercare through critical technology upgrades, including transitioning to Microsoft 365, modernizing infrastructure, and improving communication and collaboration tools across the organization.

In parallel, governance frameworks were established, including the introduction of IT policies, procedures, and a formal technology investment and innovation committee to drive prioritization and accountability. This structured, multi-year phased approach enabled Luthercare to move from reactive IT support to a proactive, strategy-driven technology function.

RESULTS

As a result of Hartman's partnership, Luthercare achieved significant improvements in operational efficiency, service delivery, and organizational competitiveness. Response times for IT support improved through the implementation of a managed service provider model, addressing prior customer service challenges and enabling more reliable day-to-day operations to better support staff and residents.

Modernized systems and improved integration allowed staff to access data more effectively, supporting better decision-making and coordination across departments. Enhanced communication platforms resolved critical issues that had previously hindered marketing and admissions processes, helping Luthercare improve engagement with prospective residents and reduce lost opportunities.

The shift in leadership mindset, from viewing IT as a cost center to recognizing it as a driver of innovation, positioned the organization for long-term growth. With a stabilized and modernized foundation, Luthercare has since advanced into new capabilities, including data-driven insights and the early stages of AI adoption to drive further efficiencies.

Today, Luthercare continues to build on this transformation with Hartman still engaged as a strategic IT leadership partner, helping guide governance, technology prioritization, system optimization, and emerging opportunities such as data-driven insights and AI adoption to support operational excellence and an enhanced resident experience.

CLIENT TESTIMONIAL

“Hartman helped us transform technology from a cost center into a strategic enabler of our mission.

Hartman didn't just upgrade our technology. They helped us future-proof our mission, giving our employees more time to care, our residents more personal support, and our children an organization built for their future.

As we begin our journey with AI, Hartman remains a trusted partner in building a Luthercare where technology strengthens the human heart of our work, today and for generations to come.”

Marissa Picchini
President and Chief Executive Officer

