

"HARTMAN BROUGHT OUR ORGANIZATION INTO THE 21ST CENTURY. I AM THRILLED WITH OUR PARTNERSHIP AND BEYOND GRATEFUL FOR EVERYTHING THE HARTMAN TEAM HAS DONE FOR SIMPSON."

DR. CAROL MCKINLEY
PRESIDENT

CASE STUDY: SIMPSON SENIOR SERVICES

ACCOUNTABLE IT AND CYBER LEADERSHIP HELPED A SENIOR LIVING ORGANIZATION SAVE MONEY AND PROVIDE BETTER RESIDENT CARE

OVERVIEW

Simpson Senior Services is a not-for-profit organization in the greater Philadelphia region that includes three senior living and two affordable housing communities. One month into the COVID-19 pandemic, Simpson hired a new CEO from a tech-savvy senior living community with robust internal IT resources. She realized that the organization needed help with technology adoption to empower standardizing their business operating model, remain competitive in the marketplace, and provide a high level of resident care and overall experience.

CHALLENGES

Simpson needed to solve issues caused by a lack of longstanding IT leadership. At the time, all IT services were outsourced to a managed service provider (MSP). Simpson was unhappy with both the cost and quality of their work, but did not know how to find a new vendor who could better meet their needs. Similarly, the organization had an electronic health record (EHR) platform that had never been fully implemented and was, therefore, not reliable at capturing relevant data harming their ability to effectively recruit and retain clinical staff. Following a cybersecurity incident, the new CEO engaged Hartman to provide IT leadership and assess Simpson's IT and cybersecurity maturity levels.

THE SOLUTION

With decades of experience in the senior living industry, Hartman served as Simpson's fractional CIO, CISO and CTO and created a strategic technology roadmap that supported their goals for improving their resident and employee experience. Hartman reviewed all relationships and contracts with IT vendors and quickly determined that Simpson was significantly overspending on IT, and not receiving high quality customer service or results. Hartman led an RFP process to replace the Managed IT Service Provider with one that was aligned to the organization's goals and followed best practices for a healthcare organization both in technology operations and strategy. Hartman determined that the new EHR platform that Simpson selected was well suited to their needs. Hartman then managed an enterprise-wide implementation to ensure users embraced and were comfortable with the platform to use it to capture important data and comply to regulatory requirements. To meet residents' emerging technology requests and needs, Hartman implemented a resident technology council to better understand where to focus efforts.

RESULTS/ROI

Hartman provided Simpson with accountable IT and cyber leadership combined with industry expertise at a critical time in their history. Serving as the fractional IT leader, Hartman is now part of the C-suite and involved in strategic planning, to include attending Board meetings.

The decision to replace the MSP with one that understood the senior living industry saved Simpson more than \$200K a year and dramatically improved the employee experience. The EHR implementation process modernized their approach to clinical care, reporting and reimbursement, and enabled clinical staff to become more efficient.

Using the strategic technology roadmap as a guide, Simpson is now moving toward the adoption of new, innovative technology to improve the resident experience and expand access to care. Hartman is also helping Simpson create an IT operating model to support standardization across the organization, with the goal of having all five communities using the same platforms.

"Hartman is a true partner and exceeded my expectations in every way. From the very beginning, they listened to my needs, stayed focused, and provided deliverables with solid recommendations and a path to help us move forward.

Simpson is so much further ahead with technology, policy and security than we would have been if I had hired an internal CIO. The resources, deep bench strength of the company, and industry expertise are exceptional and unmatched. I value Hartman's outside perspective and independence. I am confident in their approach to modernize our organization and improve both the employee and resident experience."

Dr. Carol McKinley, President