



**CYBER LYNX**

# Case Study For CIO Services

## Interim HealthCare

How the power of strategic technology support provided a *competitive advantage* to this growing firm.

## INTRODUCTION

Interim Healthcare is a nationwide home healthcare company with hundreds of corporate and franchise locations throughout the United States. Founded in 1966, the provide home care, hospice, and health care staffing services.

Michael Priddy owns and operates 3 Interim Healthcare franchise location in Gaithersburg, MD, Solomons, MD, and Nashville, TN.

## CHOOSING TO OUTSOURCE IT SERVICES TO AN MSP

From the beginning, Michael knew that it would difficult to support the growth of multiple locations, each of whom had different technology needs, with an in-house IT team.

Based on decades of experience running a large IT staffing company, Micheal was aware of how common it was for these teams to become under-resourced and overwhelmed. Simply keeping internal systems and operations up and running was enough of a challenge, let alone doing any strategic planning.

“Every single company today is completely reliant on technology for growth and success,” says Michael. “Companies who are technology enabled have a distinct competitive advantage. Without the ability to do proactive planning and timely implementation, you’ll hit a wall. And it’s a painful wall where sales slow, delivery slows, and you watch your competition outpace you.”

Staying on top of new technology is key to elevating how people work, but without an outside technology partner driving and implementing the strategy, it often just doesn’t get done.

## LAYING THE TECHNICAL FOUNDATION FOR GROWTH

Early on the decision was made to fulfill 100% of Interim's IT needs with a Managed Service Provider (MSP)

CyberLynx was brought in to manage all core services, from 24x7 help desk and remote system monitoring and management, to cloud services, backup and recovery, business application support, equipment replacement, new user on-boarding, conference room set up, physical moves, procurement – anything and everything technology related.

From day one with CyberLynx, Interim started utilizing our Chief Information Officer (CIO) services.

## USING STRATEGIC CONSULTING TO DRIVE SUCCESS

The primary role of the CIO was to understand Interim's strategic business objectives and build and manage an IT strategy and budget that met those goals.

The CIO worked closely with Michael and his extended team, not only through weekly communication, but also participating in executive operations meeting just like any other manager. Being embedded in the company allowed us to get a pulse of what's going in the company, beyond purely technical issues.

As an example, instead of hearing things such as "Oh, the Internet is slow in Tennessee," and only fixing the technical issue, he would dig deeper to learn underlying business issues that were being affected. Helping to fix business challenges such as "paperwork tracking challenges" lead us to be the first Interim locations to go paperless.

The CIO was also responsible for driving a monthly IT steering committee, meeting with representatives from each Interim department to discuss priorities, solicit feedback and ideas, and in general ensure adoption and engagement across all departments for any new initiatives. By ensuring everyone got the right technical solution to their issues, and that everyone was well trained on using the technology, we were able to greatly improve efficiencies and profit margins.

## PRAGMATIC EXAMPLES OF USING TECHNOLOGY TO GROW

As Interim expanded, the ability to provide the same level of service to all employees was key. This required easy yet secure access to data and applications from anywhere, so the teams could work and collaborate quickly.

By having already taken the old slow paper processes and turning them all paperless, moving Interim to the cloud to enhance collaboration and mobility was smooth and easy.

In order to further promote team collaboration and keep costs down, we fully utilized the Microsoft 365 platform. By leveraging SharePoint for data storage and collaboration, we were able to grant employees secure access to the data they needed from the office, home, or on the road. We implemented Microsoft Teams for video calls and internal chat communication, and OneDrive for business on all computers to have the local document storage synced with the cloud in case something happens to the local computer. All of this was done without incurring any additional cost for hardware or software. We maximized the existing technology investment to achieve the company's objectives and increase profits.

All of these efforts are just a few examples of how technology was used to help improve business work flows, ensuring Interim employees could work as efficiently as possible.

## SUMMARY

CyberLynx's strategic partnership with Interim has enabled the company to fully concentrate on their core business and to increase profits.

It was important to make sure that the basic IT environment was solid and secure, that all applications and services were up and running, and that the company could rely on their technology to advance their agenda.

However, it was the decision to engage the expertise of a CIO that was the critical next step to ensure that Interim continued to achieve success in a much bigger playing field, using the power of technology to grow their people and their business.