

The Monetization of IT

**Challenge:**

In the midst of a \$21M infrastructure facelift, a mid-sized healthcare institution looks for a way to justify its substantial IT budget and quell Board of Director concerns about return on technology investment.

“Successful joint ventures are dependent on joining forces with proven, dynamic, and entrepreneurial businesses.”

– Health System CTO

Solution:

An innovative joint venture with VertitechIT creates the structure to offer managed services and secure datacenter hosting to orbiting independent healthcare practices, generating an estimated \$200,000 in annual outside income available to fund other strategic initiatives.

Approach:

The average non-profit hospital operating margin is just 2.6 percent so the ability to generate revenue without impacting IT service levels is invaluable. Joint ventures help reduce operational expenses to fund innovation, enabling the CIO, IT staff, and other functional areas to become an internal and external service broker.

VertitechIT also provides business and technical support for unique healthcare technology incubators that give entrepreneurs the ability to test innovative products in a “living laboratory,” while creating new opportunities for institutional revenue and investment.

Joint Venture Operation

Technology Incubator Support

Development Office Corporate Partnership Assistance

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