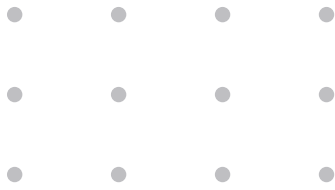


How MSPs Can Succeed in the Healthcare Vertical

A playbook by RingLogix





Market Overview



Introduction

The healthcare sector is rapidly digitizing, driven by technology and the need for better patient outcomes and efficiency. MSPs support healthcare organizations with specialized expertise, enhanced security, and scalable solutions.

Market Size and Growth Trends

In 2022, the global healthcare IT services market was valued at **USD 143.43 billion**, with a projected CAGR of 13.2% from 2023 to 2030. This growth is due to the rising adoption of digital technologies, demand for preventive care, and value-based initiatives, alongside global government efforts.

MSP Services and UCaaS in the Healthcare Industry

Healthcare's digital transformation creates opportunities for MSPs in VoIP and UCaaS. These solutions improve collaboration, streamline operations, and enhance patient care, making them crucial in a sector driven by efficiency and innovation.

Future Outlook

The future of VoIP and UCaaS in healthcare looks bright, with top MSPs earning around \$9.8 million annually in recurring revenue. The UCaaS market is set to **grow at 18.3%**, offering MSPs the chance to enable faster response times, better care coordination, and enhanced efficiency.

Healthcare Verticals

Top Healthcare Verticals for MSPs

01

Primary Care

Why it's the best: Frontline healthcare requires efficient communication for effective patient care.

How to reach: Partner with associations and use targeted marketing campaigns.

02

Urgent Care

Why it's the best: Urgent care benefits from virtual triage and telemedicine.

How to reach: Collaborate with networks and leverage digital marketing.

03

Mental Health Services

Why it's the best: Increasing demand for mental health services requires teletherapy and remote management.

How to reach: Partner with organizations and provide educational outreach.

04

Long-term Care

Why it's the best: Communication is crucial for coordinating care in long-term facilities.

How to reach: Target facilities directly and offer tailored solutions.

Approach

MSPs should build relationships, understand unique needs, and offer tailored solutions. Digital marketing, industry events, and targeted outreach are key to connecting with decision-makers.

Why They Make Great Customers

Healthcare's need for reliable communication solutions, regulatory compliance, and complex IT infrastructure make it an ideal market for MSPs offering VoIP and UCaaS. These services help improve patient care, operational efficiency, and compliance.

Needs Of Healthcare Customers

MSPs must address specific needs, including:



HIPAA-Compliant Communication

Secure channels and encrypted tools are essential.



Reliable and Scalable Infrastructure

High availability and scalability are crucial for healthcare providers.



Mobile-Friendly Communication

Mobile applications and BYOD support are necessary for remote work.



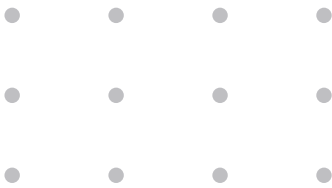
Advanced Communication Features

Unified communications, including voice, video, and messaging, are essential.



Why Is The Healthcare Vertical Different **For MSPs Selling VoIP And UCaaS Services**

Healthcare's unique challenges, such as sensitive data handling, complex IT infrastructure, cybersecurity concerns, and regulatory compliance, differentiate it from other sectors. MSPs must adapt to these challenges to succeed.



HIPAA Compliance for MSPs

MSPs need to ensure HIPAA compliance when offering VoIP and UCaaS services to healthcare clients. Partnering with [Compliance Group](#) can help MSPs meet and maintain these standards, giving them a competitive edge and building client trust. Displaying Compliance Group's Seal of Compliance is a powerful differentiator, showing healthcare clients that the MSP is committed to protecting sensitive information. With access to compliance software and expert coaching, MSPs can simplify the compliance process for both themselves and their clients, ensuring adherence to HIPAA regulations while delivering top-tier VoIP and UCaaS solutions.

How to Find Prospects

01

Targeted Online Searches:

Use search engines and directories to find healthcare organizations, including clinics and nursing homes. Utilize keywords like VoIP and UCaaS to narrow your search.

02

Healthcare Industry Associations:

Explore directories from associations like AHA, AMA, and HIMSS to find member organizations interested in upgrading communication systems.

03

LinkedIn Networking:

Connect with healthcare professionals and decision-makers on LinkedIn. Join relevant groups and use advanced search filters to target specific roles.

04

Referrals from Existing Clients:

Ask your current clients for referrals to healthcare organizations, leveraging their networks for new leads.

05

Attend Healthcare Technology Events:

Participate in conferences and trade shows to network with potential prospects and showcase your offerings.

06

Strategic Partnerships with Healthcare IT Vendors:

Collaborate with EHR providers, telemedicine platforms, and cybersecurity firms to gain referrals.

07

Cold Outreach with Personalized Messaging:

Craft tailored messages that highlight the benefits of your solutions, addressing specific needs like improved care coordination and regulatory compliance.

RingLogix's Solutions

Unlocking Efficiency and Enhancing Patient Care with RingLogix Services

For physician practices and doctor's offices, efficient communication and streamlined operations are critical to delivering top-notch patient care. RingLogix's Hosted PBX and UCaaS solutions offer an array of features designed to meet the unique needs of healthcare providers. Here's how you can sell these services and highlight their benefits to potential customers.

Key Features of RingLogix Services

01

Call Queues and IVR (Interactive Voice Response)

Functionality: Manage high call volumes by placing calls in queues and directing them to the appropriate departments using pre-set rules.

Benefits: Reduces wait times, ensures urgent calls are prioritized, and enhances patient satisfaction by efficiently routing calls.

02

Auto Attendants

Functionality: Automate call routing with customizable greetings and menu options.

Benefits: Frees up staff time, ensures calls are directed correctly, and provides a professional touch to patient interactions.

03

Call Recording

Functionality: Record calls for quality assurance, training, and compliance.

Benefits: Ensures service quality, aids in staff training, and maintains compliance with healthcare regulations.

04

Secure Voice and Video Calls

Functionality: Facilitate remote consultations with secure, HIPAA-compliant communication channels.

Benefits: Expands the practice's reach, supports telehealth initiatives, and enhances patient access to care.

05

Instant Messaging and Presence

Functionality: Real-time text communication and status indicators for quick internal communication.

Benefits: Improves team collaboration, speeds up decision-making, and keeps staff informed about each other's availability.

06

Mobility Solutions (Hot Desking and Mobile Integration)

Functionality: Enables staff to log in from any device and location, maintaining communication on the go.

Benefits: Supports flexible work environments, ensures continuous patient care, and increases staff productivity.

07

Extension Dialing

Functionality: Facilitates easy internal communication through direct extension dialing.

Benefits: Streamlines communication between departments, reduces response times, and enhances operational efficiency.

Benefits for Medical Practices



Enhanced Efficiency

Automation of call handling and routing significantly reduces manual workloads and administrative tasks. Staff can focus more on patient care rather than managing calls, leading to increased operational efficiency.



Improved Patient Experience

By providing quick, efficient, and professional communication channels, patients experience reduced wait times and receive timely assistance. Features like secure voice and video calls ensure patients can easily access medical advice and consultations from the comfort of their homes.



Scalability and Flexibility

The RingLogix system is designed to grow with the practice. Whether expanding services, increasing staff, or opening new locations, the system's flexibility ensures it adapts to the practice's evolving needs.



Compliance and Security

With built-in security features and compliance with healthcare regulations, practices can ensure patient data is protected. This builds trust and meets the stringent requirements of the healthcare industry.



Cost-Effectiveness

By reducing the need for multiple communication platforms and integrating all necessary features into one system, practices can lower their operational costs while maintaining high standards of service.

For more information on setting up and utilizing these features, explore the RingLogix Hosted PBX Knowledge Base

<https://support.ringlogix.com/index.php?/Knowledgebase/List/Index/80/hosted-pbx>.

Features

Integrations

RingLogix offers integrated solutions from our partners.

- Xima - CCaaS services with integration to many healthcare services
- Mondago - A windows based application that allows for click to dial and screenpops. Check out their healthcare integrations here.

<https://integrations.nsp.gointegrator.com/markets/8/healthcare?language=en>

- LoupDB - A chrome plugin that allows click to dial from a variety of applications, including some popular healthcare applications. [Netsapiens CRM Integration | Loup \(loupdb.com\)](#)

Resources

Email Templates

Purpose: Selling VoIP and UCaaS Services

Subject Line: Next-Level Patient Care Starts Here

Hello **[Recipient]**,

As a leader in the healthcare industry, you understand the importance of leveraging technology to drive innovation and improve patient care. At **[Your MSP Name]**, we share your commitment to advancing healthcare through cutting-edge communication solutions.

Our team specializes in providing **[VoIP]** or **[UCaaS]** or **[both]** solutions tailored to meet the unique needs of healthcare **[organization, practice, institution, healthcare services, center, etc.]** like yours. With our expertise in HIPAA-compliant communication platforms and seamless integration with existing systems, we can help you streamline workflows, enhance collaboration among care teams, and deliver superior patient experiences.

Here's why our **[VoIP]** or **[UCaaS]** or **[both]** solutions are the perfect fit for your **[organization, practice, institution, healthcare services, center, etc.]**: **[Pick 3-4 of the following that are the most important to your opportunity.]**



- **Scalable Infrastructure:** Our solutions adapt to your organization's growth, whether you're a [small clinic, practice, center, etc. or a large hospital, organization, institute, etc.].
- **Web Meetings:** Conduct reliable web meetings with voice or video conferencing, facilitating virtual consultations, multidisciplinary team meetings, and telemedicine sessions. Enhance collaboration among healthcare professionals and improve patient access to care regardless of location.
- **Team Chat:** Utilize real-time team chat to communicate with colleagues efficiently, enabling quick updates, information sharing, and care coordination. Improve workflow efficiency and streamline communication among care teams for better patient outcomes.
- **Business SMS:** Send secure text messages to mobile devices directly from our cloud-based platform or mobile app. Enable secure communication between healthcare providers, patients, and other stakeholders while maintaining compliance with HIPAA regulations.
- **Web Phone:** Access our web phone from anywhere using a web browser, allowing healthcare professionals to make and receive calls seamlessly without being tied to a physical location. Ensure continuous communication with patients and colleagues, even while working remotely.
- **Mobile App:** Stay connected on the go with our mobile app, enabling healthcare professionals to communicate with clients and colleagues from any location. Empower healthcare providers to deliver timely care and respond to patient needs effectively, whether they're in the office or in the field.
- **Integrations:** Seamlessly integrate our platform with existing software and tools used in healthcare settings, such as Electronic Health Records (EHR) systems and telemedicine platforms. Enhance workflow efficiency and data accessibility for healthcare providers while ensuring interoperability across systems.
- **Multilevel Auto Attendance:** Automate call routing and provide callers with customizable options to navigate through your system, improving caller experience and ensuring efficient call handling for appointment scheduling, prescription refills, and other inquiries.
- **Skill-based Call Routing:** Route calls to the most appropriate healthcare professional based on their expertise, specialty, or availability, ensuring patients are connected with the right resource for their needs quickly and efficiently.
- **HD Voice & HD Video:** Deliver crystal-clear voice and video quality during calls and virtual consultations, enhancing communication accuracy and enabling visual assessments for remote patient monitoring and diagnosis.

- **Real-time Analytics:** Gain insights into call performance, including call volume, wait times, and call resolution rates, allowing healthcare organizations to optimize staffing, improve patient experience, and identify areas for operational improvement.
- **HIPAA Compliance BA Agreement:** Sign a Business Associate (BA) Agreement with us to ensure compliance with HIPAA regulations. Our agreement demonstrates our commitment to safeguarding protected health information (PHI) and provides assurance that our communication solutions meet the stringent security and privacy standards required by healthcare organizations.
- **Text to Speech Greeting Generators:** Customize automated greetings for callers using our Text to Speech (TTS) greeting generators. Personalize greetings with patient-specific information or service options, enhancing caller experience and providing relevant information upfront, such as clinic hours, appointment scheduling options, or emergency contact information.

Let's explore how our communication solutions can elevate your **[organization, practice, institution, healthcare services, center, etc.]** patient care. Reply to this email, and we'll coordinate a meeting tailored to your schedule. Looking forward to connecting!

[Signature]

Purpose: Upsell or Enhance Current Communication

Subject Line: Make Your Care Team's Job a Whole Lot Easier

Hello **[Recipient]**,

Making your care team's job easier is our top priority, and we've got just the solution to do it. With our suite of features designed to streamline your workflow and enhance patient interactions, you'll find that providing high-quality care has never been more efficient.

Let's dive into a few features that can transform teams day-to-day tasks: **[Pick 3-4 of the following that are the most important to your opportunity.]**

- **Advanced Call Routing:** Ensure that patient calls are directed to the right department or specialist quickly, reducing wait times and improving patient satisfaction.
- **Unified Communications:** Seamlessly integrate voice, video, and messaging into one platform, making it easier for your team to manage and respond to patient inquiries.

- **Advanced Call Routing:** Ensure that patient calls are directed to the right department or specialist quickly, reducing wait times and improving patient satisfaction.
- **Unified Communications:** Seamlessly integrate voice, video, and messaging into one platform, making it easier for your team to manage and respond to patient inquiries.
- **Auto Attendants:** Set up auto attendants to efficiently handle incoming calls, directing patients to the appropriate department or providing information without the need for a live operator.
- **Call Recording and Monitoring:** Enhance training and quality assurance by recording and monitoring calls, ensuring your team maintains high standards of patient care.
- **Scalable Solutions:** Easily scale your communications infrastructure to meet the growing needs of your practice without any hassle.

[If selling RingLogix integration too]

- **Streamline Communication:** Effortlessly dial contacts from various sources with Click to Dial via Go Integrator for eliminating manual dialing and saving time.
- **Instant Access to Patient Records:** View the caller's contact record instantly when your extension rings or is answered with Auto Screen Pop, reducing search time and enabling personalized care.
- **Seamless Integration:** Simplify dialing directly from your business application with Click to Dial, reducing errors and ensuring smooth communication.
- **Optimized Efficiency:** Access information quickly with Cached and Live Mode, minimizing strain on your systems and optimizing efficiency.
- **Simplified Workflow:** Instantly access the caller's contact record with Manual Screen Pop, providing the information you need for effective patient care.
- **Prompt Response:** Identify callers quickly with on-screen pop-up windows displaying incoming caller details using Caller Details Preview, facilitating prompt response and personalized care.

These features empower you and your team to deliver exceptional patient care with ease, streamlining your workflow and enhancing communication efficiency. Ready to see them in action? Let's schedule a demo to explore how our solution can lighten the load for your care team and simplify their tasks, allowing them to focus more on delivering exceptional patient care.

[signature]

The healthcare industry has a revenue potential for MSPs. By providing tailored solutions and expertise, our partners can capitalize on this lucrative market. This partnership between MSPs and healthcare organizations presents a pathway to increased business growth, aligning with goals of expanding market reach and profitability.