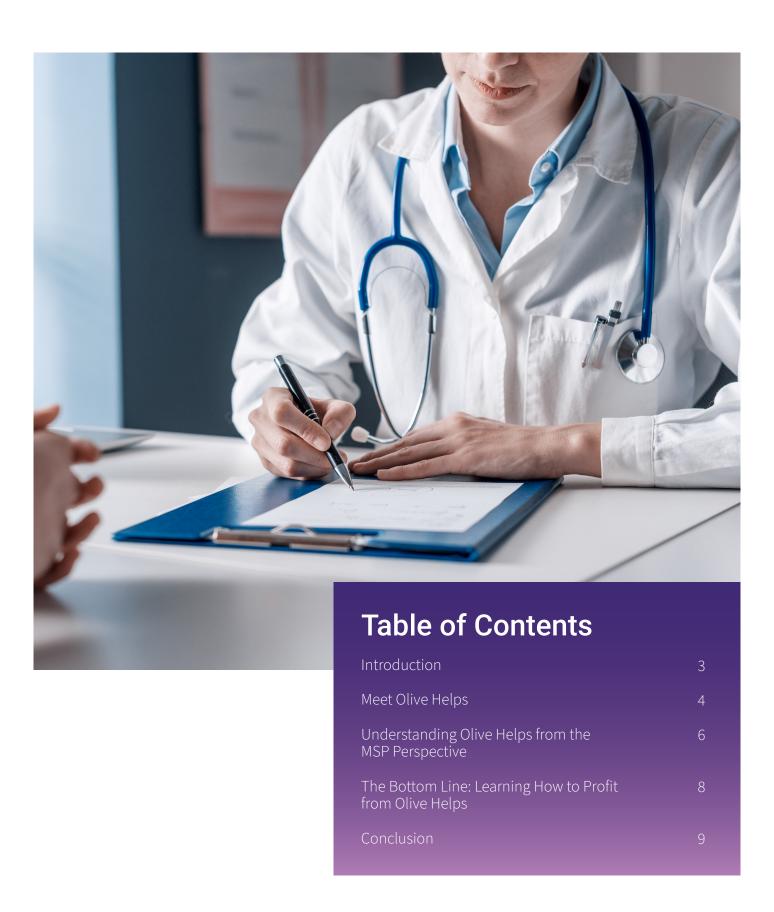
Olive Channel Futures.







There has not been, in modern memory, a harder time to work in healthcare. Whether on the front lines or in the back office, doctors, nurses, their assistants, administrative personnel and others handle more responsibilities and changes than ever. Every day, these professionals deal with an ongoing fluctuating and frightening pandemic. They care for scared and often difficult patients. At the same time, they bring in less income as insurers reduce reimbursement rates. And they struggle to keep up with the increasingly complex and expensive technology that consumers expect. No wonder healthcare is experiencing a record exodus of experts and soaring cases of burnout. Medical organizations need help.

For managed services providers (MSPs) with healthcare expertise, their clients' challenges represent more opportunity than ever. Consider these words from Warren Buffett: "In a chronically leaking boat, energy devoted to changing vessels is more productive than energy devoted to patching leaks." MSPs with even just basic cloud computing knowledge and capabilities have the power to change their medical customers' lives. While MSPs cannot fix the pandemic or control reimbursements, they can easily deliver specific solutions that make daily tasks easier for healthcare professionals and their patients. This is essential when considering that more than two-thirds (68%) of Channel Futures MSP 501 winners serve the healthcare/pharmaceutical market. Yet fewer than 25% of those partners' clients come from healthcare.¹ This indicates that MSPs have the chance to go deeper within those customers' operations.

Partners want to do this, and they want to do it in a way that accomplishes two main goals: Solidifying customer loyalty and generating more recurring revenue without requiring additional overhead or heavy lifting. Making the most of the resources that achieve both those aims means meeting clients where they are, right now. To that point, research shows that healthcare professionals seek help in two key areas: undergoing digital transformation and automating tedious, error-prone workflows. When it comes to digital transformation, healthcare organizations want the following results:

- Better patient satisfaction and experience (92%)
- Improved quality of care and patient outcomes (56%)
- Greater competitive advantage (36%)²



They also expect digital transformation to improve staff satisfaction. Automation, a core component of digital transformation, will play a big role in bringing about all the desired results noted above. Healthcare professionals want to automate manual processes so they can be more efficient, reduce costs, save time and take the burden off their already harried employees — which is similar to what they expect from other digital transformation efforts.³

Healthcare IT MSPs know it's time to do more — both for their clients and for themselves — and they are looking for ways to do this with ease. That may sound out of reach, but it's not. Supporting customer innovation and attracting more recurring revenue without investing a lot of time, money or personnel is possible.



Meet Olive Helps

Olive Helps is a desktop client with a built-in app marketplace featuring solutions that automate tedious, complicated and even confusing and ever-changing workflows — think medical coding, referrals, drug lookups, identifying criteria for medically necessary treatments and more. This short list points to the most obvious and typical outcomes for users: time saved and fewer costly mistakes — two very important results in the healthcare world.

For example, instead of looking up codes one by one and potentially jeopardizing accuracy, back-office staff can do medical coding through Olive Helps. And when it comes to referrals, a provider no longer has to turn to the internet, which often displays outdated, or just plain wrong, information. The Olive Helps referral app delivers data from a commercial source, getting correct details to the provider faster than a web search would. This adds a layer of security, too. It's hard to know if a website is safe to visit.







In other words, relying on Olive Helps removes much of the paperwork pain healthcare staff — and patients — deal with every day. And because Olive Helps runs on automation, less human intervention leads to outcomes that include:

- Fewer administrative errors, which tend to cost a lot of money
- Fewer billing errors and delays, boosting revenue
- Fewer coverage denials, enhancing patient care
- Less time spent on repetitive, high-volume processes and workflows, that cause frustration and eat up significant amounts of time
- Less time spent on paperwork (various studies show that individual practitioners spend 10 hours or more each week on administrative tasks, robbing them of time with patients)
- Happier patients, who have to give the same information fewer times, whether in person or in documentation
- Happier staff who will feel less temptation to retire or turn to other careers

Plus, the forward-thinking healthcare IT MSPs who bring these benefits to clients will reap the requisite rewards.



Understanding Olive Helps from the MSP Perspective

Before teaming up with Olive Helps, MSPs will want to investigate how the platform works, what it offers and which channel partners are best suited to offer it.

Some Technical Insight

Launched in mid-2021 by Olive, the artificial intelligence as a service company, Olive Helps runs on Windows desktops and tablets, and MacOS computers. Olive Helps installs locally on each device and the MSP assigns the requisite apps to authorized users with the click of a button.



MSPs do not need to own a security operations center or hire certified staff to provision Olive Helps. Olive itself ensures Olive Helps complies with HIPAA requirements and takes care of the requisite security safeguards (i.e., SOC 2 Type 2 and HITRUST certification).

A Variety of Apps

Olive Helps essentially acts as an open platform for developers automating a range of healthcare workflows and processes. Their apps (also known as Loops in the marketplace) may come with a price tag or at no cost; the developer decides. Anyone may build and publish an app in the Olive Helps app store. Even MSPs can develop and submit apps if they have the capabilities and desire. In fact, doing so creates an additional revenue opportunity (see "The Bottom Line: Learning How to Profit from Olive Helps" on page 8). Finally, due to its crowd-sourcing nature, Olive Helps grows on a continual basis as people register more apps, giving MSPs an endless chance to target healthcare customers' pain points and solve those problems through automation.

Ideal MSP Profiles

In general, MSPs that function as a healthcare organization's IT department will find the most success in offering and provisioning Olive Helps. These MSPs are looking to go beyond IT infrastructure to deliver technologies (typically cloud-based) that enhance the delivery of patient care. They understand and enable projects that support digital transformation — initiatives healthcare organizations are pursuing to varying degrees of success. According to Deloitte, most respondents (60%) aren't even halfway through their digital transformation journeys. That leaves a lot of room for MSPs to step in.









MSPs do not have to specialize in a certain customer size to use Olive Helps. While smaller clinics and practices generally lack budget to employ internal IT, that does not mean they do not spend on technology. They do, as do their larger counterparts. In 2021 alone, for instance, healthcare firms of all sizes ramped up spending, driven in large part by telehealth and cybersecurity deployments. Two-thirds of MSPs told Informa Engage their healthcare customers either significantly or somewhat increased spending in the year following COVID-19's start. This trend promises to continue.

Regardless of size, healthcare organizations look to their trusted managed services partners to help them decide what to buy. Here, MSPs can position Olive Helps as meeting these top three technology-purchasing considerations for clients:

- 1. Value for cost (61%)
- 2. Ease of integration (59%)
- 3. Ease of use (45%)

Overall, creative MSPs will exercise flexibility in determining how they offer and profit from Olive Helps.



The Bottom Line: Learning How to Profit from Olive Helps

With general knowledge of Olive Helps in place, MSPs next will want to clearly understand the different ways they can profit from the Olive Helps solution.

Three Clear Paths

Olive offers three distinct ways to make money directly with Olive Helps.



Olive calls the first method a "premium." For every customer that signs up and actively uses Olive Helps, Olive will pay the MSP \$5 a month. The premium lasts for 12 months from the time the partner agreement with Olive is signed.

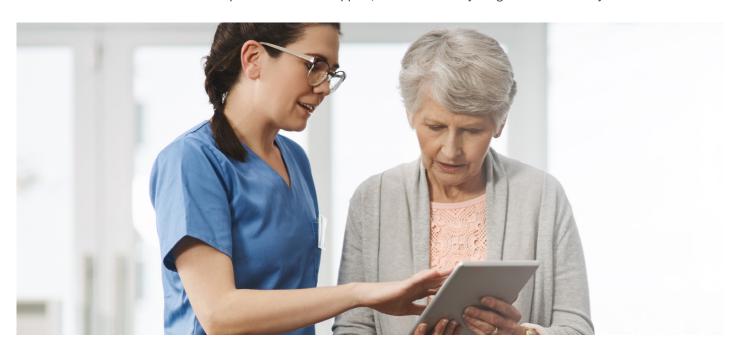
The second revenue opportunity pays the MSP a 5% residual on recurring revenue. Here's how it works: Say an MSP deploys a paid app built by someone else. Olive rewards the MSP as well as the developer.

Finally, as noted previously, MSPs can build apps, too. If they choose to charge for them, they will make 85% of the revenue generated by anyone purchasing the app, not just their own customers. For apps purchased by their customers, the MSP will earn the 5% MSP premium, too.

Keep in mind that the Olive Helps app marketplace grows as developers launch solutions. MSPs can continue to add apps for clients as they make sense to alleviate workloads. This provides opportunities for MSPs to become more embedded with their customers and make more money.

Olive Helps Partner Support

Because MSPs know their customers best, they identify and recommend how Olive Helps might best serve clients, pitching the various apps or MSP-led configurations accordingly. But if MSPs want hands-on assistance or input from the Olive team, all they have to do is ask. Olive will provide co-selling expertise on request. As for technical support, MSPs provide first-level support; Olive handles anything that escalates beyond that.







More to Come

Olive Helps can help healthcare IT MSPs tackle the threefold challenge of creating recurring revenue possibilities while alleviating many of their customers' burdensome workflows and cementing client loyalty. Olive will continue to introduce channel strategies, such as marketing development funds and quarterly business reviews, as well as a partner council.



Conclusion

Improving the way medicine and healthcare are delivered calls for immense change in numerous areas. These challenges are not all simple to solve, nor do they all lie within a healthcare IT MSP's purview. But, MSPs do have the power to institute significant change for healthcare customers, and easily. By automating certain workflows and processes, they can help medical professionals mitigate, — or even eliminate — big, common obstacles. This will ease healthcare providers' workloads, and, at the same time, enhance MSPs' own business models. Relying on the platforms that support innovation without having to invest a lot of time, money or people will prove vital to achieving that.

Expect real payoffs. Applying new technologies to old workflows will benefit the people doing life-and-death work. Recall Buffett's advice: "In a chronically leaking boat, energy devoted to changing vessels is more productive than energy devoted to patching leaks." The time has arrived for healthcare IT channel partners to go beyond legacy services to directly, and immediately, improve how medical professionals do their jobs. And in helping clients to change vessels, MSPs will also change their own.

- 1. Informa Engage survey, "Channel Providers: Needs of Healthcare Clients," October 2021
- 2. Deloitte, "Digital transformation: From a buzzword to an imperative for health systems," October 2021
- ${\it 3. Informa\ Engage\ survey}, {\it ``Channel\ Providers:\ Needs\ of\ Healthcare\ Clients,"\ October\ 2021}$
- $4. \ \ Deloitte, "Digital transformation: From a buzzword to an imperative for health systems," October 2021$
- 5. Informa Engage survey, "Channel Providers: Needs of Healthcare Clients," October 2021

