



CASE STUDY:

Healthcare Technology Solutions

(HTS)



What is HTS?

Centella Healthcare Technology Solutions (HTS) offers comprehensive, curated solutions in the imaging and biomedical spaces designed to help hospitals continue to push the boundaries on how technology can support cutting-edge healthcare. HTS is Centella's solution-focused approach to Healthcare Technology Management (often called HTM).

We serve as an essential support function for hospitals and clinics, managing and maintaining technology to empower clinicians and ensuring they have the right pieces to deliver optimal patient care.

Executive Summary

Faced with a sudden gap in service provision, Broward Health urgently required a reliable partner to manage their non-contracted imaging equipment. Their existing contracts covered only equipment from original equipment manufacturers (OEMs), such as Siemens, Philips, GE, and Hologic, but a significant portion remained unsupported. Broward Health turned to Centella, having already experienced exceptional service with Siemens assets.

"With the reputation that we had regarding service and the skill set on board, we were a natural fit for them to reach out," stated Carlisle Plante, Centella's Associate Director of HTS. Upon Broward Health's request, Centella extended its services to the entire range of Broward Health's imaging equipment, approximately 300 units, including CTs, MRIs, ultrasounds, cath labs, C-arms, and portable X-rays.

Thus far in the partnership, Centella's commitment to quality, effective communication, strategic problem

solving, and in-house servicing has already started to transform Broward Health's equipment management.

Introduction: The Opportunity

Part of Centella's success came from their willingness to grow into a new space. After decades of solidifying their business, service standards, and team, they felt ready to confidently step into a new space when the time was right. "In business, if you want to grow, you have to do more than you did yesterday, so HTS is our tomorrow. It's what our customers are looking for and helping us be a better company and provide more opportunities for our team," stated Plante. "Centella has excelled in the medical imaging equipment space and our work with Siemens equipment, but it was time to grow and expand – both for the company's and our partners' good."

Starting with a long-standing partner like Broward provided the opportunity to test a new space that leadership had been eyeing for some time. "I think it's been a long time coming for us with a customer like Broward Health," said Chris Oltman, Field Service Manager. "They love our Siemens assets and the way we do service but weren't quite happy with other vendors who were managing other brands. Now, with HTS, we cannot only support our Siemens assets but also come in for another brand and provide the same level of service that they have come to expect."

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Overcoming Barriers

With an expanded partnership, Broward Health relied on Centella to step up and become a comprehensive partner that could familiarize its team with new systems, reduce third-party outsourcing, and demonstrate its capability to manage all equipment.

Realigning on Inventory

An imperfect inventory process was one of the largest barriers, leading to mislabeled, missing items and inadequate preventative maintenance records. Recognizing the need for a new approach, the team from Centella paused to redo the entire inventory, realign the scope, and ensure everyone was on the same page. “We created asset tag info for the inventory, so you can immediately identify each piece of equipment and know which hospital, which room, and who is responsible for it,” said Plante. “Before, it was a lot of administrative time, figuring out who was responsible. Now, all you do is call, and we’ll figure out who is responsible for servicing it. We’ll get them in there for you.”

Achieving Success

While there were initial growing pains, Centella has already seen success by focusing on what makes it one of the most trusted names in healthcare technology.

Stepping up with Teamwork

Despite Centella engineers’ core business tasks taking only a tenth of the time compared to the demands of the Broward Health project, they didn’t shy away from the workload. The Centella team’s exceptional performance and collaboration with field operations were instrumental. Oltmans’s leadership fostered a strong sense of trust and accountability, enabling the team to navigate complexities and maintain focus on their goals. “Chris’ team has done a phenomenal job of stepping up and owning it,” said Baldwin. “Our service support team and ops are so deeply integrated.” He continued, “They are able to run through challenges like brick walls, no problem.”



Leveraging talent

While this was new territory for the company, many members of the Centella HTS team bring years of experience working in the space. Combined with this experience, the team worked to ensure Centella’s signature customer experience carried into this expanded offering. Baldwin said, “The key for us around quality is that the team has been

successful over 60 years of making sure that we put the customer first. What does a nurse need? What does a patient need? What is important for them in that moment to be able to give and receive care? That’s where we start.”

Diving deep into the Centella culture

And for longstanding partners of the brand, quality still remains at the center of everything the Centella team does. “The quality as far as the engineers go – the professionalism, the response time – none of that has changed because we are using the same employees we have used with Siemens,” said Plante.

While other companies need to outsource most of their work, Centella’s local workforce of engineers makes all the difference. “In addition to all the years of experience, we’re going to be servicing you with engineers that actually use your facility,” said Oltman. “Their family members go there; their kids go there. It’s different when you’re living and working in the same facility you’re servicing. You are a part of the community. And well, that’s amazing.”

The Results

Centella has worked diligently over the past two years to streamline operations, ensure a seamless transition, and manage Broward Health’s

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assets comprehensively. Today, thanks to Centella's dedicated and integrated approach, Broward Health enjoys improved productivity and operational efficiency.

A Happy Customer

From Broward Health's perspective, partnering with Centella has significantly streamlined its equipment servicing process and enhanced overall operational efficiency. "The experience so far has been a breath of fresh air regarding communication, follow-up, and end result," notes Broward Radiology Manager Sam Aquila. "Coming from the last couple of providers, our major complaints always were centered around communication or lack of. We would place a call and hear nothing back for days/weeks." He continued, "The Centella team has taken a load of frustrations and difficult decisions off our shoulders. Ultimately, this has been a positive transition for us as well as for the patients and families we serve in Broward County," says Aquila."

Being able to make a call and promptly receive a response has reduced administrative burdens,

making life considerably easier for their team. They appreciate how Centella takes responsibility for identifying the right personnel and swiftly dispatching service, ensuring minimal downtime and maximum equipment availability. This is especially crucial considering that imaging equipment represents their highest revenue generator, making promptly resolving issues imperative.

Furthermore, Broward Health values Centella as a true partner, appreciating the negotiated and transparent rates that eliminate surprises. The requirement for approval before initiating repairs adds clarity and removes confusion regarding costs, fostering a trusting and collaborative relationship.

"With the program we have built, we have taken the best parts of the most mature companies in the industry but implemented them in

Broward Health's
rating of the on-site
representative's overall
performance

9.2

out of 10

our company with our focus on the customer and quality. We offer what we believe will be a best-in-class HTS service," says Baldwin.

Centella is so thankful for its team and incredible partners at Broward Health. We look forward to finding new ways to help support our customers in the HTS space.

About Centella

At Centella, we are the people behind healthcare technology. Our customers across Florida entrust us to keep their medical facilities equipped with best-in-class solutions in peak operating conditions. Our systems are found in virtually every regional hospital, and our provider relationships have endured for decades.





Interested in a better Healthcare Technology Solution?

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