



IN SYNC WITH CARE:
**The Future of Clinical
IT Service Desks**

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Introduction: The Evolving Role of IT Service Desks in Healthcare

IT service desks are undergoing a profound transformation that is propelled by a fundamental change in perspective. Traditionally confined to resolving technical issues, IT service desks are now central to a healthcare organization’s ecosystem. Their role is pivotal in ensuring the seamless integration of technology into patient care, operational efficiency, and overall healthcare delivery.



Modern healthcare demands IT service desks possess both technical prowess and clinical expertise. It’s no longer enough to address incidents. IT service desks must become strategic partners in healthcare ecosystems. How does an organization make that shift? This eBook explores ways to navigate the paradigm shift, providing healthcare organizations with a roadmap to unlock the full potential of their IT service desks and improve the experiences of all involved with technology at your organization.

A Day in the Life: Perspectives of Healthcare Organization Executives

A highly efficient help desk can help healthcare leadership navigate common challenges:

CEO

My providers’ satisfaction with our clinical systems and IT support is critical to our organization.

How can I ensure that I am getting full usage out of the significant investment of a clinical system?

How can I improve patient outcomes by leveraging the advancements in health technology?

CFO/COO

The cost of IT continues to grow with every new project.

I need to know when reoccurring incidents have a potential impact on the revenue cycle.

We need to find a better way to provide support of technology while keeping costs the same or less.

CMO/Providers

Everybody thinks modernization means easier, but it can make providing care more difficult.

I don’t have enough influence over how our systems are setup and I face reoccurring issues.

I need to ensure that provider education is keeping up with the pace of new technology and changes.

CIO/IT Organization

Supporting multiple products and healthcare settings makes it hard to focus on innovation.

Focusing on innovation leaves little bandwidth for support and maintenance.

The number of resources and level of talent needed for high-quality support is a challenge in our market.



Technology Support that Satisfies Providers and More

While no EHR system is perfect, all of them offer customization features to support hospital size, service lines, support models, and provider use cases. In the event of an issue with the functionality or a request for information from a user, service desks are a trusted source for information, support, and ultimately satisfaction. When your service desk understands clinical settings and the urgency of healthcare technology, they draw from that understanding to return providers and care teams back to the patient – right where they prefer to be.

System Management Informed by Best Practices

Upgrading and configuring systems for the least disruption and most productivity enables innovation and fosters adoption. Service desks that know clinical systems and clinical workflows can discover optimization opportunities and can support users as they face inevitable learning curves that come with modernizations. Experts with context of your organization’s technology stack and usage compared to that of similar organizations is key to continually improving and mitigating risks.

Support Structure that Contains Cost

A good service desk assists callers with simple requests in fewer contacts. Ideally, on first contact.

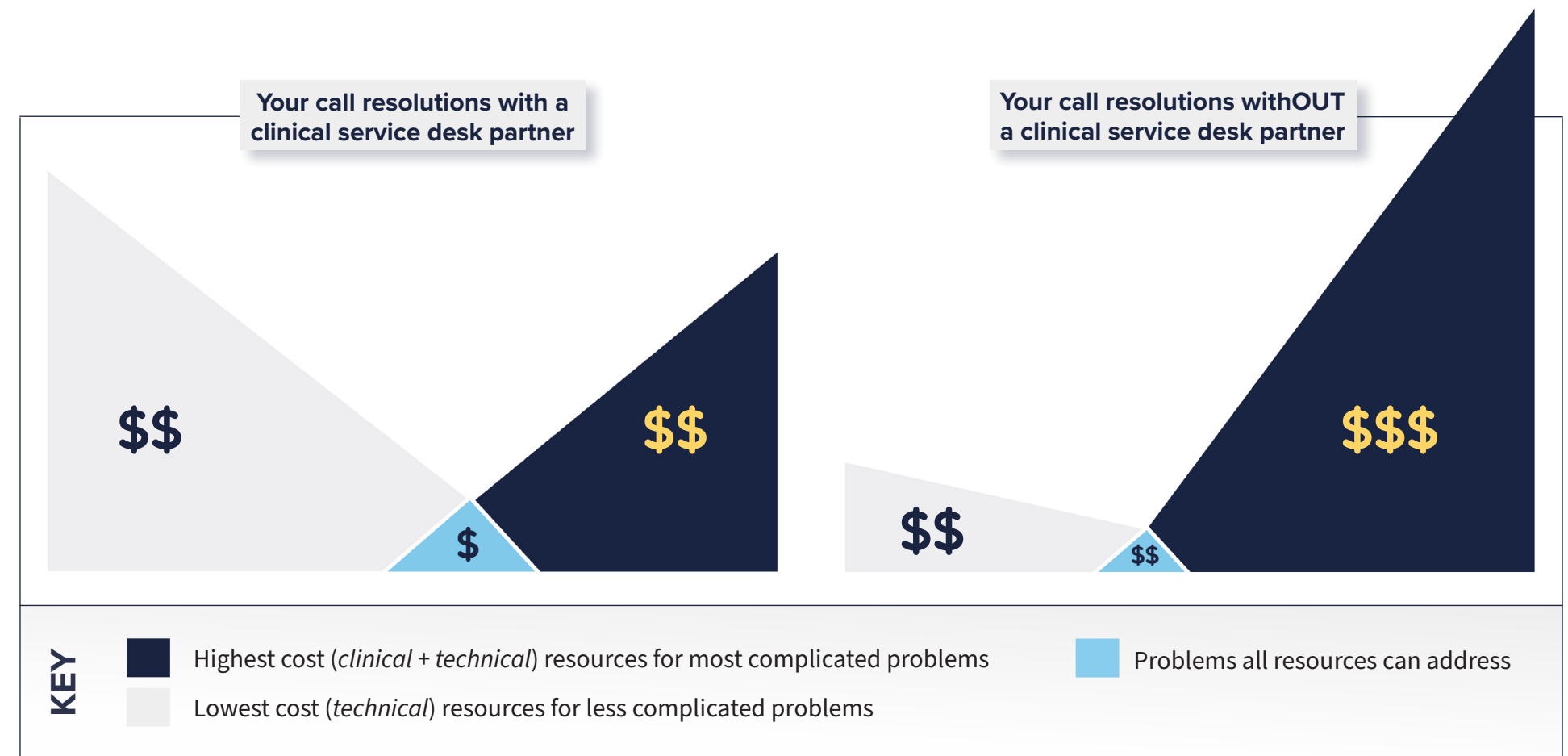
A great service desk assists callers with complicated requests in fewer contacts, too. How do they do it? By knowing the workflows and user patterns well enough to anticipate recurring, simple requests and preparing their level 1 analysts to answer those. The time and expertise of their level 2 analysts is reserved for more complex issues.

The greatest service desks are in a constant state of identifying the issues they can anticipate and offering solutions via system configuration, training, or other approaches to eliminate those calls and focus the entire help desk on problems that can’t be anticipated or users that need VIP service.

Getting from good to greatest is a matter of capacity (of your team), maturity (of your support processes, your knowledgebase, and your overall IT strategy), and focus (analysts with most knowledge – and cost – addressing the most complex issues).

Capacity that Makes Expert Level Support and Innovation Possible

Organizations depend on a finite number of HIT professionals for the skills they need, and those skilled professionals are difficult to locate and to retain. Continuity of service becomes an issue as does mounting technical debt. Mitigate issues like these with a partner for Level 1 service desk support to augment your staff during peak times such as go-live or for demanding projects such as application rationalization. The additional professionals you enlist can temporarily or permanently increase the capacity for your team by performing the innovative work or by “keeping the lights on” while your resident team innovates.



CereCore's Path to Industry-Leading Support Partnerships

For over thirty years, CereCore has been providing healthcare-specific application and IT services. In 2008, we began providing managed IT services and support. Since then, we have helped healthcare organizations of all sizes evolve with clinical application support, legacy application support, IT help desk and patient portal support.

Through this experience, we've found the key to continuously improving IT operations is in comprehensively addressing IT users – from the patient with an upcoming telehealth appointment to a physician who needs the EHR to support a clinical scenario. As a result, CereCore is pioneering a more comprehensive approach to IT support - our service desk model pushes beyond the traditional help desk and embeds clinical and EHR expertise while taking advantage of automation to improve quality, efficiency and cost.



Navigating the Landscape of Healthcare IT Operations

In-house IT teams were once focused on keeping technology running, but innovation has led healthcare IT (HIT) leaders to adopt more strategic focus. However, this shift poses challenges for IT teams, prompting them to seek support from outsourcing partners to balance operational demands, resourcing and talent needs, and innovation.

Why Outsourcing IT Operations Makes Sense

Outsourcing is not a new concept in hospitals, which have a history of outsourcing various functions, from dietary and laundry services to clinical functions like lab and pharmacy. The rationale is simple. A hospital should be renowned for patient care, not necessarily for managing auxiliary services.

In the realm of healthcare technology, the questions arise: Is healthcare IT so different? Has outsourcing become a strategic imperative? *The answers are found in the catalysts driving outsourcing decisions.*

Cost Efficiency and Financial Drivers:

The need for cost efficiency and scale becomes a tipping point for outsourcing, especially when expanding an IT team or investing in certifications for operational IT services divert resources from strategic projects.

Demand and Workforce Challenges:

Resource and budget constraints, coupled with a shortage of specialized skillsets, make it challenging for in-house IT teams to deliver enhanced healthcare technology services.

Employee Experience:

Being equipped to provide assistance and relief to a frustrated clinical system user is a source of pride for clinical service desk analysts. Given the right resources, they report feeling a part of enabling patient care which is why many are drawn to work on a clinical service desk and what goes far to keep them engaged.

Service and Talent Expectations:

The high expectations set by retail and online experiences trickle down to healthcare organizations and their IT teams. While delivering excellent service, these teams are often overwhelmed by the workload.



How a Managed Services Partnership Works

Outsourcing IT operations to a Managed Services Partner (MSP) is a strategic decision that requires careful consideration.

▶ The success of this new IT operations model with an MSP hinges on a shared vested interest in success.

What's Next with IT Outsourcing? Clinical IT Service Desk

Minutes matter – especially when they are spent resolving IT issues for clinical teams and providers in healthcare. The trending model of support is the clinical IT service desk. Applying the “shift left” concept, moving tasks and issue resolution responsibilities earlier in the workflow, CereCore’s clinical service desk equips agents with the basics of major EHR systems including Epic, MEDITECH, and Oracle Health (Cerner), working toward incident resolution.

The clinical service desk, operating at scale with level 1 and level 2 support services, goes beyond issue resolution. It contributes to training, builds changes, and more. Agents leverage healthcare operations experience and EHR certification knowledge, effectively decreasing the cost per resolution.

In essence, outsourcing IT operations, especially with the right managed services partner, ensures the smooth operation of healthcare technology. This allows HIT leaders and teams to focus on transformative work without distraction. The ripple effect of seamless healthcare IT services positively impacts clinicians and ultimately, patients. The journey continues, shaping the continual evolution of healthcare IT operations.

“*A help desk is not a core competency of our IT organization. We realized it was hard to recruit, hard to retain, and our service wasn't stellar to begin with. The answer became clear. Let's find someone who does this best.*

| **Rick Keller**, SVP and CIO, [Ardent Health Services](#)

Through regular communication and reviews, both teams collaborate on best practices and continual improvement. The success story extends to analyzing metrics, such as service desk data related to password resets, allowing informed decisions for ongoing projects.



Healthcare Specific Clinical IT Service Desk Models

Patient Portal Support. Focused on empowering patients to navigate and use healthcare portals, this model ensures patients have the necessary support to access health information, schedule appointments, attend telemedicine appointments, and engage with healthcare services online.

Clinical Service Desk. Tailored to the unique demands of healthcare, this model goes beyond traditional IT support. It incorporates clinical expertise, understanding healthcare workflows, and addressing the specific challenges faced by clinicians. The clinical service desk is integral in providing contextualized support for EHRs and other clinical applications and acts as an augmentation to your clinical informatics team. Previous scenarios for training based-EHR questions may impact a provider’s productivity by hours – with the appropriate clinical expertise, that same issue is solved in minutes. The road to a clinical service desk looks something like this. We’ve done it more time and in less, but always at the pace of our partner needs and expectations.

7 Steps to Build a Clinical Service Desk Partnership

1. Pre-work.

Understand your current state and goals. Skipping this step could derail progress later.

2. Kickoff.

Informed by the Level 1 Assessment with the goal to make your help desk perform better every day.

3. Knowledge transfer and relationship building.

Continue learning (*it really never stops*) and build trust as we begin to manage a small part of your team’s work.

4. Technical design and preparedness.

Get the right tools and access so analysts can provide a positive user experience.

5. Training.

Complete hands-on training like a dress rehearsal.

6. Reporting.

Touchpoint calls and operations reviews - all with continual improvement in mind.

7. Optimizing.

Revisit details of our services and adjust for ongoing improvement.

The Human Side of IT Support

No matter how advanced our technologies become, healthcare and its operations are still very much driven by human decisions. This section delves into the service desk models that define modern IT service desks, and the benefits to stakeholders across the healthcare ecosystem.

Traditional Service Desk. The foundational model is focused on resolving technical issues, managing user inquiries, and ensuring the smooth operation of IT systems. It serves as the first line of defense for general IT support and may be staffed with on-site personnel.

Virtual Service Desk. Leveraging remote capabilities, this model extends the reach of IT support, catering to geographically dispersed users and providing 24x7x365 support. It emphasizes accessibility and prompt issue resolution through remote assistance.

Specialized Service Desks. Tailored to specific needs, these service desks address unique requirements such as application support, hardware troubleshooting, and user training. They provide targeted expertise to enhance efficiency.

Integrated Service Desk. A holistic approach integrates various support functions, including IT and clinical support, to provide end-to-end solutions. It ensures a seamless user experience by addressing diverse needs within a unified framework.

Benefits of Healthcare Specific Service Desks

A well-executed service desk that is designed to meet healthcare specific needs results in operational efficiencies that benefit everyone involved in the delivery of patient care.

“*CereCore has been doing a great job for us. They have helped us a lot with the service desk. We are a company that is growing, so moving the service desk to CereCore has allowed us to absorb and support our growth, and our end users have been able to see that from the first day. Some key items are the speak-to-answer feature, the availability of agents 24/7, and level-one support 24/7. Through our partnership with CereCore, the help desk experience for our end users has improved a lot.*

| **Director**, December 2023, KLAS review

CereCore is KLAS Rated in Managed IT Services with high scores in services spanning level 1, level 2 and application IT support. Visit [KLAS Research](#) for more client reviews and information.

A Day in the Life: Perspectives of Patients, Clinicians, and IT Professionals

A highly efficient help desk can help system users navigate common challenges:



Patients

Access to my records and ease of scheduling appointments is critical for me to follow my doctor's instructions.



Clinicians

My job is to take care of patients. Learning and keeping up with new technology is becoming a burden and a job on its own.



IT Professionals

I cannot keep up with the innovative projects that I have because I continue to get incidents assigned that take priority. I feel like I am spinning my wheels with no end in sight.

Users of healthcare systems are users of many other platforms, sites, and applications, so they have high expectations for functionality and support. IT service desk team members are an important part of keeping patients and providers informed, productive, and engaged. When users need assistance, they want technical know-how and quick resolution or they are dissatisfied and so are the service desk analysts who want to support them.

The clinical service desk agent goes beyond issue resolution. EHR certified analysts offer training and certain system configuration, which helps address provider and clinical team system challenges. These are some of the goals for clinical service desks and partnering with experienced professionals is among the best ways to deliver on high expectations for callers and for analysts:

Increasing Clinician Satisfaction:

- Resolve issues at initial support levels, minimizing disruptions for clinicians. This goes beyond the ability of resetting a password.
- Improve patient care and satisfaction with focused healthcare services.
- Reduce reoccurring issues from happening. Identify root-cause and run effective Problem Management.
- Use automation where possible to reduce the repetitive nature of reporting incident (spell your name, verify your phone number and location, etc.).
- Include proactive services for patient portals. Ex: setup for telehealth appointments and access to follow-up information.

Starting my career as a service desk analyst, I have seen firsthand the struggles and frustrations that clinicians have when interacting with IT support organizations but have also experienced the personal pride of providing assistance and relief to a frustrated ER clinician at the end of a long shift. Traditionally, information technology was seen as a barrier to providing patient care. Through effective IT solutions, among those the Clinical Service Desk, we are flipping the paradigm with an end-goal of being viewed as an enabler of patient care.

Chris Wickersham
Sr. Director,
Customer Support,
CereCore

Increasing Patient Satisfaction:

- Include proactive services for patient portals. Ex: setup for telehealth appointments and access to follow-up information.
- Provide more front-end knowledge for why the system works the way it does, and not just the process behind it.
- Understand trends within the patient portal and create mitigations on the front-end of the system to avoid patients needing to reach out to support.

Improving IT Employee Engagement and Retention:

- Enhance engagement with strategically aligned healthcare IT service desk.
- Encourage meaningful problem-solving beyond routine tasks.
- Reduce burnout from high volumes of recurring issues and risk of turnover.

Containing Support Costs and Improving Operational Efficiencies:

- Accelerate issue resolution at lower support tiers.
- Reduce overall cost per resolution.
- Empower front-line support agents for efficient handling of diverse issues.
- Affect the revenue cycle. Ex: with more thorough incident analysis that can reveal opportunities for further improvements and error reductions.

Creating an IT Talent Pipeline:

- Nurture talent with combined healthcare operations and IT support expertise.
- Breed future leaders to bridge the gap between IT and clinical operations.

Technology and Automation: Examining Opportunities for the Next Frontier

Technology is key to informing the human decisions driving healthcare in general and an individual hospital's operations specifically. This section delves into the service desk models that define modern IT service desks, and the benefits to stakeholders across the healthcare ecosystem.

A predictable next step for service desk technologies is expansion of automation. What will be the tipping point when it comes to integrating more automation into an IT service desk? Striking the right balance between automation and human intervention is paramount for optimizing service desk operations, quality issue resolution and customer satisfaction.

Automation Today

Many organizations are well accustomed to leveraging these automations in their service desk strategy:

- + Queue manipulation to prioritize calls from physicians and patients.
- + Shift left staffing model to ensure the right level of support agent is assigned to the IT issue.
- + Data analytics to speed identification of root cause and process improvements for issue prevention.
- + Incident-routing automation to guarantee correct assignment group is assigned incidents while cutting out intermediaries which increase the speed to resolution.

And yet questions remain about automation in healthcare organizations. For example, what regulatory, legal, and privacy concerns should be evaluated before deploying specific levels of automation and AI in your environment? If looking to remove the human component, one needs to truly evaluate the risk and potential costs that can be associated with leveraging AI to process incidents and make system changes. With so much unknown about the power and limitations of AI and AI-enabled automation, what type of governance needs to be put in place to protect your organization? AI-enabled automation has taken hold in several other industries, but healthcare has a completely different risk as it can impact patient safety.



Automation Tomorrow

The possibilities, of course, are endless for technology applied to healthcare IT support. With the right safeguards in place to protect information, opportunities CereCore offers currently or on its strategic roadmap include:

- + Agent chat tools to enable asynchronous support for less time sensitive issues.
- + AI tools to speed creation of just-in-time user training materials, especially for clinical support desks who are resolving issues and providing education.
- + AI enabled knowledgebase tools so support agents have more robust resources quickly.
- + HIPPA-compliance biometric voice ID verification which reduces frustration from providers and patients and saves time when resetting a password, unlocking an account, or providing access to a system.
- + API-connected automation into systems and applications that can drive self-service resolution without engaging an analyst, yielding significant cost savings to organizations.

The Path to More Automation: Closer Than You May Think with Leading Platforms

The secret to maximizing the value of an IT service management (ITSM) platform like ServiceNow comes with automating workflows. Onboarding employees requires assistance from IT support in order to create the employee account. This activity involves an ITSM tool and several interactions with a hiring manager, agent and administrator before the employee is ready to work. With slight configuration, ServiceNow could automate these same steps.

Our team will help you implement and use ServiceNow or another platform such as Freshservice to connect your processes and improve IT efficiency. Clients often lack resources within their healthcare organization to configure ServiceNow, so we offer a monthly package of development hours for projects.

More benefits of ServiceNow:

- [ServiceNow Workflows: Best Practices for Maximizing Your Investment](#)
- [IT Service Management and Work Life Balance: Why IT Teams Need Both Automation and Trust](#)

The Other Next Frontier: Clinical Knowledge Integration

Automation is already present and is clearly in the future of service desks supporting clinical settings or any other industry. Showing promise as transformational for clinical support desks is the incorporation of clinical knowledge in context for human and automated workflows. As CereCore has learned from experience, contextualizing clinical service desks involves understanding the unique challenges of healthcare IT.

- **Expertise in Multiple EHR Platforms.** Including Epic, MEDITECH, and Oracle Health (Cerner).
- **Healthcare-specific Knowledge Bases.** Tailor knowledge bases to include clinical workflows and terminology.
- **Regulatory Compliance.** Adhere to healthcare regulations and ensure data security.
- **Patient-centric Support.** Align service desks with the patient experience for improved outcomes.

CereCore's Approach: Merging Clinical Expertise with IT Support

CereCore's innovative approach seamlessly merges clinical expertise with IT support:



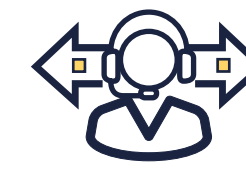
Hybrid Skillsets

Develop a team with a blend of clinical and IT skills.



EHR Certification

Ensure service desk agents are certified in major Electronic Health Record (EHR) systems such as Epic, MEDITECH, and Oracle Health (Cerner).



Cross-functional Collaboration

Integrate clinical knowledge into IT processes for more effective support.

Opportunities and Phases for the Paradigm Shift

The paradigm shift toward clinical knowledge integration unfolds in various opportunities and phases:

Pilot Programs. Initiate small-scale programs to test the effectiveness of clinical service desks.

Feedback Loops. Continually gather feedback from clinicians, IT professionals, and patients.

Scalability. Gradually expand clinical service desk initiatives based on proven success.

These strategies collectively contribute to the evolution and effectiveness of healthcare IT service desks.



Promising Results: Clinical Service Desk

Implementing Clinical Service Desk at five Epic facilities and affiliated clinics led to valuable insights into the impact of this innovative approach to IT support in healthcare.

Encouraging Early Results

35% Reduction in Incidents for Epic Level 2 Teams

Streamlined support processes resulted in a significant drop in reported incidents.

Efficient handling at the Clinical Service Desk reduced the workload on Level 2 teams.

30% Reduction in Time to Resolution

Issues were addressed promptly, leading to a substantial decrease in the time required to resolve problems.

Enhanced responsiveness positively affected overall workflow efficiency.

3X Faster Resolution of Physician Calls

Physicians experienced a remarkable improvement in issue resolution time.

The Clinical Service Desk model proved highly effective in meeting the specific needs of healthcare professionals.

These early results indicate the potential of Clinical Service Desks to revolutionize healthcare IT support, showcasing tangible benefits in incident reduction, resolution times, and overall support efficiency.



To learn more, read Senior Director at CereCore, Chris Wickersham's blog: [The Next Big Thing for Healthcare IT Service Desks - Support with Clinical Context](#)

Evolution Strategies for Your Help Desk

What's next for your organization's IT help desk? Consider these strategies as you evaluate your current state and outline a roadmap that will help you unlock the full potential of your IT service desk.

Upskilling the Workforce: A Critical Imperative

How can your help desk agents keep up in the evolving landscape of healthcare IT? Upskilling the workforce is essential so that they can add value to every support scenario. *Strategies include:*

Continual Training Programs. Keep IT professionals updated on the latest technologies and best practices.

Certification Programs. Encourage and support staff to obtain relevant certifications.

Cross-functional Training. Develop multi-skilled professionals capable of handling diverse IT challenges.

Developing Strategic IT Partnerships

Different types of partnerships enable healthcare IT service desks:

Vendors. Consider using vendors for specialized support technology and tools for help desk operations.

Consultants. Engage third party consultants for strategic assessments, roadmap development or IT planning.

Knowledge Sharing. Collaborate to facilitate knowledge exchange and innovation.

Outsourcing Partner. Scale IT support services with a managed services partner that you can collaborate with and trust to help your organization evolve healthcare IT support.



Conclusion: Drivers for Change in Healthcare IT Service Desks & Next Steps

The evolution of healthcare IT and support is underway. Understanding the drivers for change is crucial to anticipating and adapting your help desk to the changing needs of your organization due to:

- Evolving patient care models and demographics.
- Advancements in technology.
- Lingering healthcare staffing challenges.
- Increasing demand for seamless healthcare experiences.

Key Takeaways

Which strategies will your healthcare organization adopt?

- ›› **Strategic Alignment.** Aligning IT service desks with clinical expertise enhances strategic relevance.
- ›› **Patient-Centric Focus.** Prioritizing patient experience in IT support ensures overall satisfaction.
- ›› **Operational Efficiency.** Clinical service desks, backed by ITSM platforms, optimize operations.
- ›› **Cost Containment.** Shift left strategies and strategic partnerships help control support costs.
- ›› **Talent Development.** Upskilling and role redefinition create a talent pipeline for leadership.
- ›› **Innovation through Automation.** Smart automation enhances capabilities while preserving a human touch.
- ›› **Continual Improvement.** Metrics and open communication foster a culture of ongoing enhancement.
- ›› **Adaptability to Change.** Adaptive strategies are vital in navigating evolving healthcare landscapes.



Embracing the clinical paradigm signifies a holistic transformation in healthcare IT service desks, offering benefits for clinicians, patients, and IT professionals.

Next Steps

Connect with us and let's talk about the future of your IT service desk. We are ready to help your organization discover ways to remove barriers for clinical teams and staff, streamline cost-efficiency through a shift-left approach, and find ways to ensure your Epic, MEDITECH, and Oracle Health (Cerner) users are happy.

[REQUEST A SUPPORT SERVICES ASSESSMENT](#)

Explore Additional Resources

- + [Realizing the Opportunities for a Clinical Service Desk Clinical IT Service Desk: Your New Model for Strategic IT Operations?](#)
- + [The Next Big Thing for Healthcare IT Service Desks – Support with Clinical Context](#)
- + [Big Healthcare IT Transitions Deliver ROI and Physician Satisfaction](#)

Measure what Matters

Metrics and ROI—Key Performance Indicators (KPIs)

The service desk is the hub of all incidents submitted, whether hardware, software or other technical areas, and those metrics can serve as a barometer of an IT environment. Metrics like these below establish expectations for quality and often uncover improvement opportunities and are foundational, whether operating an in-house service desk or outsourcing help desk services to a managed IT services partner.

- **Ticket Resolution Time.** Measure the time taken to resolve IT issues, ensuring efficient problem-solving.
- **User Satisfaction Scores.** Gauge user contentment to evaluate the impact on overall experience.
- **Cost per Resolution.** Analyze the financial efficiency of IT support operations.
- **Automation Impact.** Assess the contribution of automation in reducing manual workload and costs.

What to Measure and Defining Success

- **User Productivity.** Evaluate the impact of IT support changes on end-user efficiency.
- **Operational Efficiency.** Measure the streamlined functioning of IT service desks.
- **Cost Savings.** Quantify the financial benefits derived from optimized service desk operations.
- **Adoption Rates.** Assess the uptake of new processes and technologies.

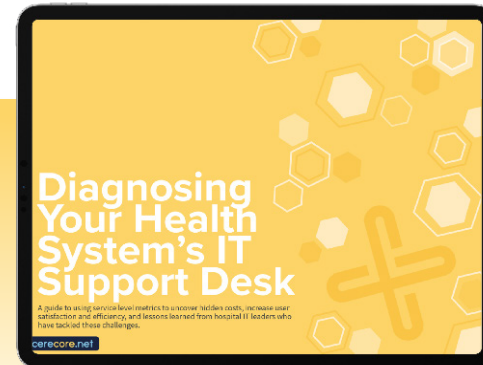




Before and After Metrics Analysis

- **Comparative Ticket Resolution Times.** Analyze the time required for issue resolution before and after changes.
- **User Satisfaction Trends.** Track shifts in user satisfaction scores over the implementation period.
- **Cost Comparison.** Conduct a financial analysis comparing the cost per resolution before and after changes.
- **Adoption and Integration Trends.** Evaluate the adoption rates and integration success of new strategies.

Are you capturing the right metrics?
 Download the eBook [Diagnosing Your Health System's IT Support Desk](#), a guide to service level metrics.



The information in this eBook on IT support services was provided by CereCore leaders who have decades of experience in healthcare IT operations, EHR implementation and optimization, IT managed services, technical staffing, strategic IT consulting, and advisory services. Our team is comprised of former CIOs, IT professionals and clinicians who have experience working in major health systems. We know firsthand the power that the right technology can have in delivering quality patient care.

Learn more about our various service offerings and find out if we're the right fit for you.

cerecore.net



THE LINK TO LIFE-SAVING CARE