HEALTHCARE PLAYBOOK FOR PARTNERS: HOW TO TURN UNMET CLIENT NEEDS INTO RECURRING SERVICES

Delivered under your brand. Built for recurring services.

Use a current view of medical devices, clinical systems, and dependencies, along with real-time insight into issues and impact, to help healthcare clients respond faster, reduce risk, and know what to do next.

www.wanaware.com

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White-labeled for your practice

Your clients see your portal, your logo, and your reporting. That helps you launch faster and build a service they associate with your team, not another vendor.

What's changing in healthcare IT

Healthcare environments are no longer centralized or predictable.

They are:

- Spread across hospitals, clinics, cloud platforms, and remote users
- Filled with connected medical devices
- Dependent on systems like EMR, imaging, telehealth, and identity platforms

And everything is connected.

That makes it harder to answer:

- What do we actually have?
- How is it connected?
- What depends on what?

Most teams have pieces of this information.

But it lives in different tools, spreadsheets, and systems—and it goes out of date quickly.

That is where the problems start.

What healthcare clients expect now

Healthcare organizations face pressure from:

- Cybersecurity threats
- Uptime expectations
- Compliance requirements
- Patient safety concerns

They expect partners to help them answer:

- What do we actually have?
- What changed?
- What is at risk right now?
- What depends on what?
- What should we fix first?

The partner who can answer these becomes part of how the environment is run.

Where partners get pulled in

Client situation	What the client asks	What is really going on
Radiology or EMR slows down	"Is this the network or the system?"	Dependencies across systems are not visible
Device vulnerability alert	"Where are these devices?"	Inventory is incomplete or outdated
Hospital acquisition (Day 1)	"What did we just inherit?"	No clear view of assets or dependencies
Security incident	"What is exposed?"	Impact cannot be traced across systems
Telehealth sessions drop	"Is this our platform or a vendor?"	Multiple dependencies, no shared visibility
Device refresh planning	"What should we replace first?"	Teams are working from different data
Budget review	"What are we paying for?"	Assets and services are not fully tracked

Why this is hard

In each of these situations:

- The inventory is incomplete
- The data is not current
- The relationships between systems are not visible

Teams piece together answers across tools and teams, which slows response and increases risk.

How partners can help — and why WanAware changes what they can do

Many partners already help with outages, security reviews, and planning.

Today, those answers are pieced together from outdated records, separate tools, and manual checks.

With WanAware, you get a current view of assets and how they connect—without relying on agents or manually updated records.

Because WanAware's observability is built on that live asset and dependency map, you can:

- See where an issue started
- Understand what depends on it
- Identify who is affected
- Prioritize what to fix first

You deliver this through your own portal, so clients experience it as your service.

When the client needs help with...	How it's done today	How WanAware changes it
Finding affected systems	Pulling from multiple tools	Work from a current, unified view
Root cause analysis	Manual reconstruction	See where the issue started
Impact analysis	Estimating	Show dependency-based impact
Risk scoping	Reviewing separate records	See how risk spreads
Planning refresh	Spreadsheet comparisons	Use shared, current data
Cost cleanup	Manual audits	Identify unused assets continuously
Preventing outages	Reviewing past issues	Identify dependency risks early

Services

Asset Inventory Service

A current, always-updated view of systems and devices.

A single place to understand the environment.

Issue & Impact Review

Clear explanation of what happened and what is affected.

Faster answers during incidents environment.

Security Risk Review

Visibility into exposure and downstream risk.

Clear priorities for action.

Lifecycle Planning Service

Data-driven refresh and replacement planning.

Better decisions, fewer delays.

Cost Optimization Review

Identify unused or redundant assets.

Reduced waste and spend.

Availability & Risk Review

Identify weak points and dependencies.

Improved reliability.

Where this service applies in real healthcare environments

Radiology slows down without a clear cause.
Root cause tied to a hidden dependency

Device refresh decisions stall.
Teams working from different data

Read more:
Beyond the Spreadsheet: A Better Way to Coordinate Medical Device Refresh

Day 1 risk after an acquisition.
No visibility into inherited systems and dependencies

Read more:
Healthcare M&A Asset Discovery: Closing Day-1 Risk in Consolidations and Separations

Telehealth sessions drop or degrade.
Issue spans multiple systems with no shared view

Read more:
Why two-thirds of major outages start outside your systems

These are the moments where partners can step in with repeatable services—not just one-time support.

How to package this as a recurring service

Month 1 — Establish the baseline

- Build asset and system view
- Map dependencies
- Identify risks
- Create action plan

Monthly — Keep it current

- Track changes
- Identify new risks
- Review next steps

Quarterly — Support decisions

- Plan refresh
- Review risk
- Optimize cost

What this helps partners deliver

- Faster incident response
- Clear understanding of impact
- Better prioritization
- Smarter planning decisions
- Reduced downtime
- Lower unnecessary spend

Why this makes you harder to replace

- You maintain the most trusted view of the environment
- You help clients avoid surprises
- You guide decisions over time

Delivered through your experience, this value stays with you.

How to start with an existing healthcare client

Start with one client already dealing with one of these situations.

- Pick one use case
- Build visibility
- Solve one meaningful problem
- Turn it into a recurring service

When to bring this to a healthcare client

This service is easiest to introduce when the client is already feeling the impact of limited visibility.

That often happens when:

- A clinical system slows down
- A vulnerability or recall creates urgency
- A refresh decision stalls
- A new environment is acquired
- Leadership asks what is actually in use or at risk

You can also start with questions like:

- How confident are you in your inventory?
- Could you trace impact during an outage?
- Can you quickly find vulnerable devices?
- Are teams working from the same data?
- Do you know what is no longer needed?

Start building your healthcare services practice

Apply to the Technology Advisor Partner Program www.wanaware.com

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