



# **PARTNER PLAYBOOK: MEDICAL DEVICE VISIBILITY IN HEALTHCARE**

**For Technology Advisors, MSPs, and  
Healthcare Integrators**

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Help healthcare organizations improve visibility maturity across connected medical devices, operational systems, clinical environments, dependencies, and lifecycle workflows.

# Partner opportunity snapshot

Medical device visibility is becoming a top modernization priority for healthcare operations.

Healthcare organizations depend on thousands of connected devices, systems, workflows, and operational relationships across clinical, infrastructure, cybersecurity, and operational environments.

Many hospitals still struggle with fragmented inventories, disconnected operational systems, siloed ownership, weak dependency awareness, and limited shared operational understanding.

For partners, this creates a strong first engagement opportunity with a clear expansion path into operational intelligence, lifecycle governance, resilience, dependency mapping, and modernization services.

## Ideal customer

- Hospitals and health systems
- Connected medical device environments
- Operational modernization initiatives
- Fragmented operational records
- Cross-team visibility gaps

## Operational Visibility Maturity Assessment

- Evaluate visibility maturity
- Review operational visibility gaps
- Assess dependency awareness
- Identify workflow fragmentation
- Create modernization roadmap

## Expansion opportunity

- Operational visibility maturity programs
- Dependency mapping
- Lifecycle visibility governance
- Operational resilience services
- Managed operational intelligence

# Why medical device visibility is difficult today

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Healthcare organizations now manage:

- Infusion pumps
- Patient monitors
- Imaging systems
- Ventilators
- Lab systems
- Pharmacy automation
- IoT-connected devices
- Vendor-connected platforms

These environments often span multiple departments and are managed across:

- Clinical Engineering
- IT
- Security
- Compliance
- Procurement
- Operations

Medical device visibility depends on connecting operational, clinical, cybersecurity, lifecycle, and dependency context across healthcare environments.

Many hospitals have inventory data. The challenge is building shared operational understanding across fragmented environments.

## Common operational challenges

- Fragmented operational systems
- Disconnected records and workflows
- Siloed ownership across teams
- Limited lifecycle visibility
- Weak dependency awareness
- Aging infrastructure environments
- Cross-functional visibility gaps
- Manual operational coordination

## Why inventory alone is not enough

Traditional inventory systems often focus on:

- Maintenance
- Procurement
- Work orders
- Lifecycle records
- Device ownership

Modern healthcare operational visibility also requires:

- Software and firmware awareness
- Operational dependencies
- Workflow relationships
- Lifecycle awareness
- Shared operational context
- Infrastructure visibility
- Operational coordination
- Governance visibility

## Strategic visibility shift

Healthcare organizations are moving from:

“What devices do we own?”

Toward:

“What operational systems, dependencies, workflows, and risks do we actually understand?”

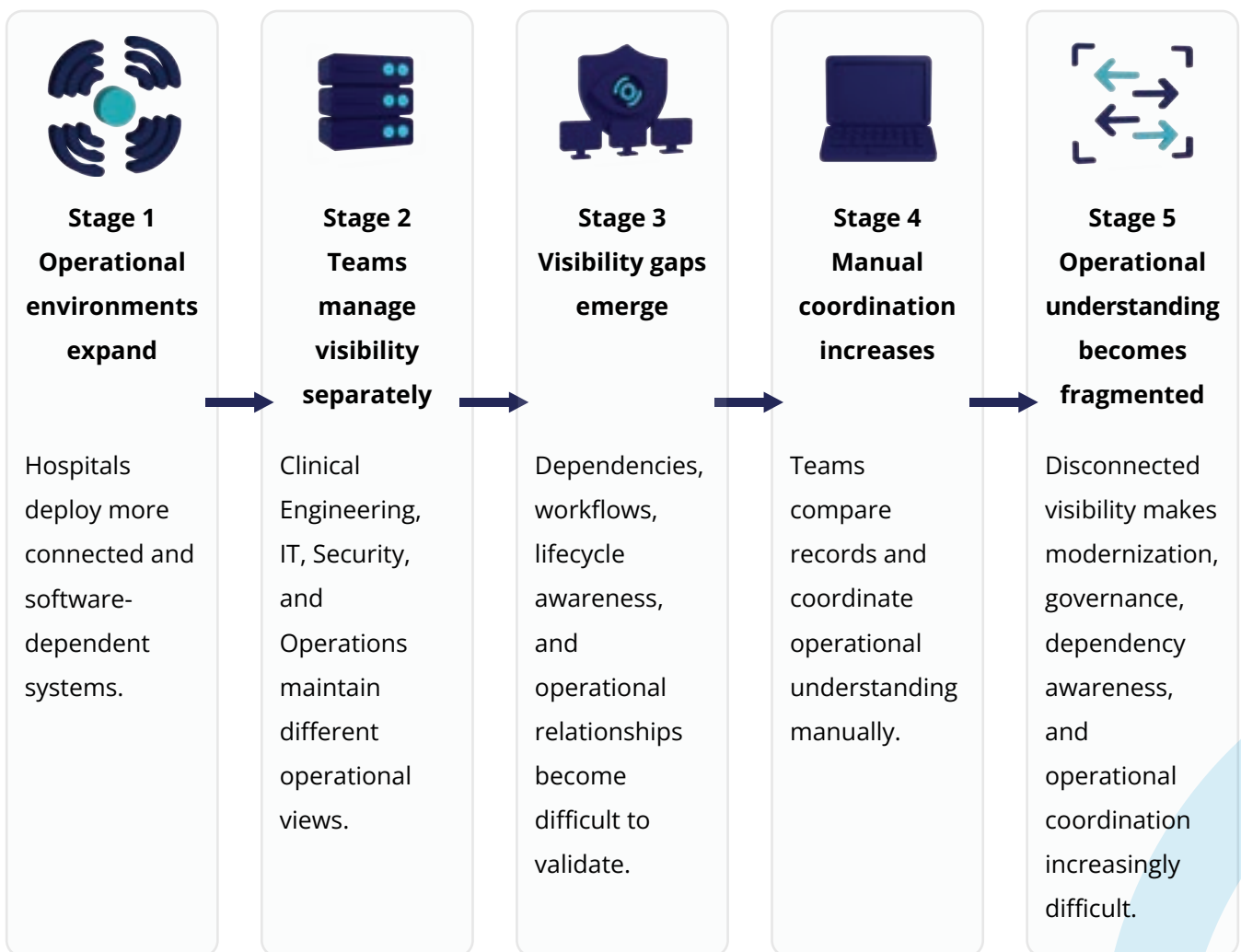
## Fragmented vs connected downtime response

Fragmented operational visibility	Connected operational understanding
<p>Healthcare organizations often manage device information across disconnected systems:</p> <ul style="list-style-type: none"> <li>• CMMS records</li> <li>• Spreadsheets</li> <li>• Inventory systems</li> <li>• Cybersecurity tools</li> <li>• Clinical systems</li> <li>• Procurement systems</li> <li>• Disconnected departments</li> <li>• Siloed operational teams</li> </ul>	<p>WanAware helps unify operational visibility across teams and systems:</p> <ul style="list-style-type: none"> <li>• Device identity</li> <li>• Software and firmware visibility</li> <li>• Operational dependencies</li> <li>• Ownership</li> <li>• Lifecycle status</li> <li>• Workflow relationships</li> <li>• Operational coordination</li> </ul>

# How medical device visibility challenges emerge in practice

These are the signals partners can listen for when customers struggle to see and coordinate medical device operations.

## Visibility maturity workflow



## Common customer pain signals

Partners should listen for statements like:

- “Different teams maintain different records.”
- “We are not confident our inventory is accurate.”
- “We do not have a shared operational view.”
- “Dependencies are difficult to validate.”
- “Operational visibility depends on manual coordination.”
- “We struggle to understand operational impact.”

These often indicate broader operational visibility maturity gaps.

### Client pain signals and service opportunities

What the client says	What it often means	Service opportunity
“Different teams maintain different records.”	Fragmented operational visibility	Operational Visibility Assessment
“We are not confident our inventory is accurate.”	Weak operational visibility governance	Shared operational visibility
“Dependencies are difficult to validate.”	Limited dependency awareness	Dependency mapping
“Operational visibility depends on manual coordination.”	Fragmented workflows	Operational intelligence
“We struggle to understand operational impact.”	Weak operational understanding	Operational maturity program

# Questions partners should ask healthcare clients

## Primary discovery question

“Do your teams share a common operational view of connected medical systems, workflows, and dependencies?”

## Discovery and qualification checklist

### Discovery Questions

- How accurate is your current operational visibility?
- Which teams maintain operational records today?
- Do teams share the same operational understanding?
- Can you validate operational dependencies?
- How do you understand workflow relationships?
- How much operational coordination is manual?
- Can you quickly determine operational impact?

### Strong Fit Indicators

- Fragmented operational systems
- Weak dependency awareness
- Disconnected workflows
- Siloed operational ownership
- Lifecycle visibility gaps
- Operational modernization initiatives
- Manual operational coordination

# Recommended first engagement

## Operational Visibility Assessment

The best first project is a focused Operational Visibility Assessment for one high-priority operational environment, workflow, or device category.

This gives healthcare clients a practical way to evaluate device visibility, dependency awareness, lifecycle status, and workflow coordination without starting with a large transformation project.



### Section 1 Stakeholders

- Clinical Engineering
- Security teams
- IT operations
- Infrastructure teams
- Compliance leaders
- Operational leadership



### Section 2 Assessment Scope

- Operational visibility
- Dependency awareness
- Workflow relationships
- Lifecycle visibility
- Cross-team operational understanding
- Governance maturity



### Section 3 Deliverables

- Visibility maturity findings
- Dependency observations
- Workflow analysis
- Governance recommendations
- Modernization roadmap



### Section 4 Customer Outcomes

- Better operational understanding
- Shared operational visibility
- Improved dependency awareness
- Stronger operational coordination
- Clearer modernization priorities

# How WanAware supports medical device visibility

WanAware helps healthcare organizations connect fragmented operational, clinical, cybersecurity, lifecycle, and dependency context into a clearer view of medical device operations.

Instead of replacing existing systems, WanAware helps teams understand how devices, systems, workflows, owners, and dependencies relate across the environment.



## Why this is partner-friendly

WanAware supports a no rip-and-replace approach. Partners can improve operational visibility across existing systems, then expand into governance, modernization, resilience, and operational intelligence services over time.

# Why WanAware is different

WanAware is built for operational environments where operational, clinical, cybersecurity, lifecycle, and dependency information exists across disconnected systems.

### WanAware differentiators

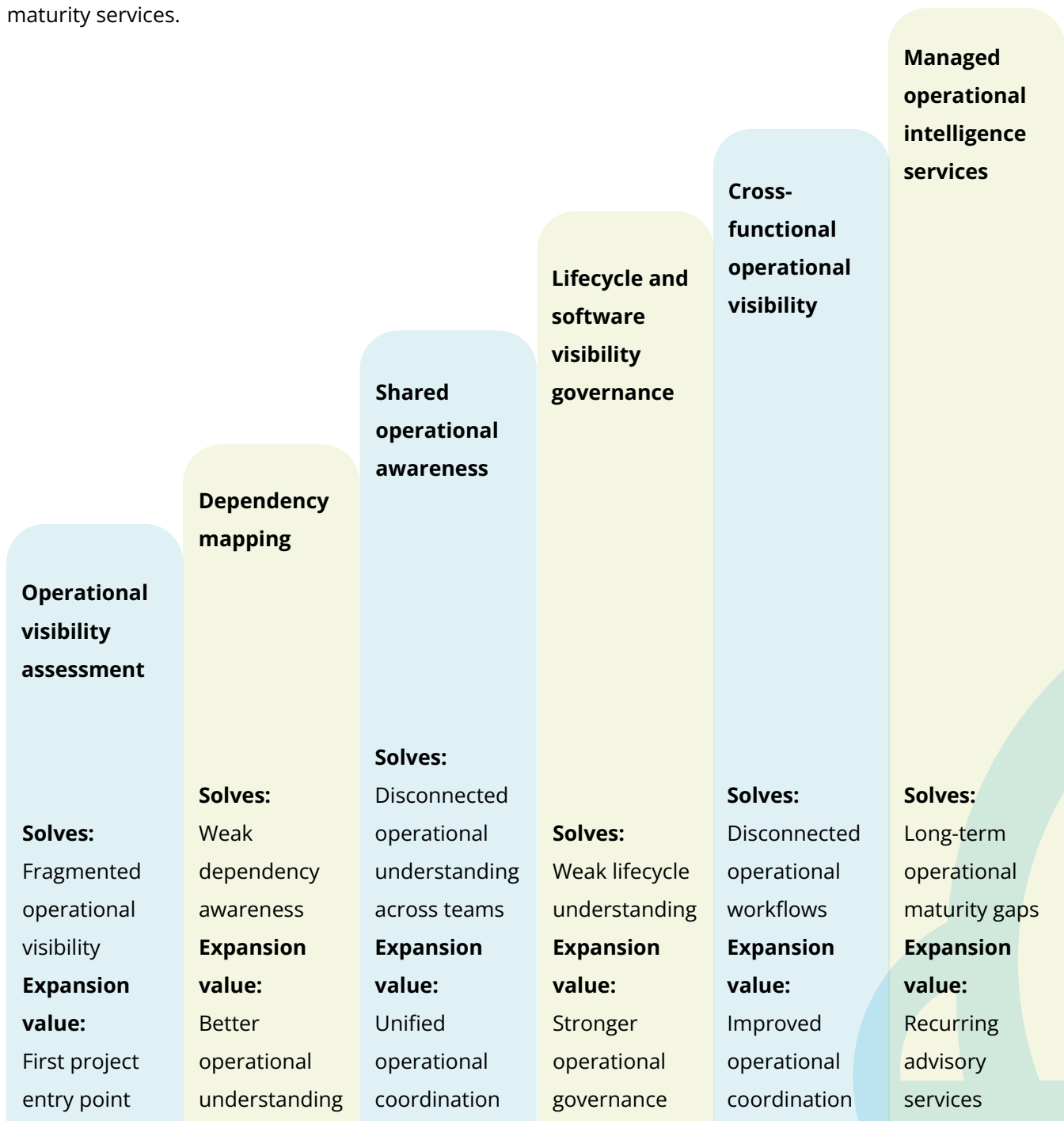
Differentiator	Why it matters for operational visibility
Agentless deployment	Supports visibility across healthcare environments without disrupting operations.
Schemaless architecture	Helps connect operational, clinical, lifecycle, and cybersecurity data across varied systems.
Relationship graph	Shows how systems, workflows, owners, and dependencies relate.
Integrated operational intelligence	Connects operational visibility to coordination, governance, and decision-making.
No rip and replace	Works with existing healthcare infrastructure and operational systems.

Healthcare organizations need more than inventory records. They need connected operational understanding across systems, workflows, dependencies, and teams.

# Expansion roadmap

An operational visibility assessment often reveals broader dependency, governance, workflow, and operational intelligence gaps.

Partners can use the first project to expand into recurring operational intelligence and visibility maturity services.



## Expansion message for partners

Start with one operational visibility challenge. Show value quickly. Then expand into operational intelligence, governance, resilience, and modernization services.

# White-labeled service opportunities

WanAware gives partners a way to package operational visibility maturity and operational intelligence services under their own brand.

Operational visibility assessments

Dependency mapping

Lifecycle visibility governance

Shared operational visibility programs

Operational intelligence services

Operational resilience services

Managed operational intelligence

Governance and continuity support

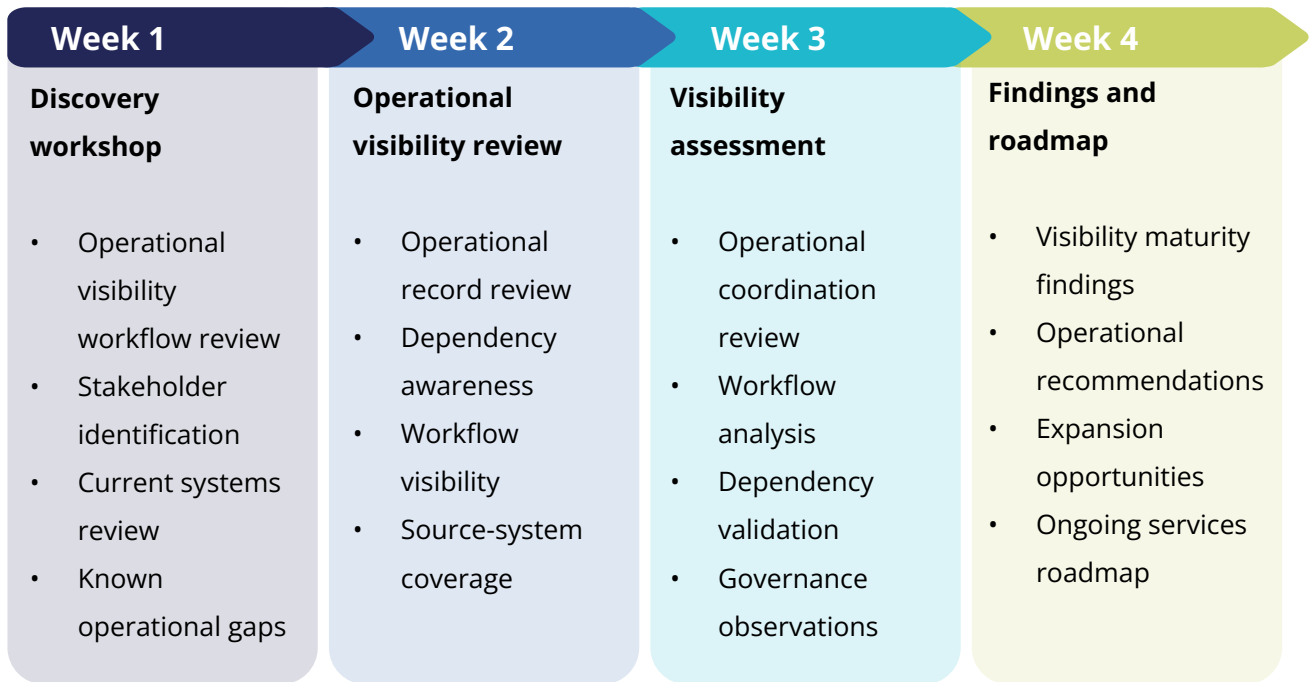
## Why this creates recurring revenue

Operational visibility is not a one-time initiative. Operational environments evolve, dependencies change, lifecycle complexity grows, and modernization priorities continue over time.

That creates a natural path into recurring operational intelligence and governance services.

# Quick-start delivery motion

Use this 30-day motion to turn the playbook into a client engagement.



## Already a WanAware partner?

Use this playbook to help healthcare organizations improve operational visibility across connected healthcare environments.

## Not yet a partner?

Become a WanAware Partner to deliver operational visibility and operational intelligence services.

[Become a Partner](#)



Wanaware

[www.wanaware.com](http://www.wanaware.com)

