

## Case Study

# Technology-Powered Growth: Launching LHM Physical Therapy Institute with Strategic Leadership

## The Challenge

This case study examines the technology infrastructure establishment and evolution of a startup: a physical therapy and hospice organization on the US East Coast. This new organization required substantial investment in various technological sectors to support its ambitious business strategy.

This strategy entailed launching eight clinics by the end of 2023, followed by additional expansions in 2024. Concurrently, the organization's non-profit branch has been set to commence in-home hospice care services in 4Q 2023, with plans to broaden its scope to include various social service initiatives in 2024.

## The Solution

- Recruit an on-premise Technology Leader for day-to-day operations
- Establish a high-level technology plan focused on affordability and cloud solutions
- Conduct a series of vendor searches to vet or qualify technology solutions
- Evaluate various technologies/tools that would fit the budget & overall strategic plan
- Implement technology platforms for infrastructure, telecomm & applications
- Create a cybersecurity core competence within the organization
- Create a self-sufficient, functioning/technology-driven organization

## Client Profile

- **New startup: Physical Therapy & Hospital organization poised for rapid growth**
- **Harrisburg, PA**
- **10-75 Employees in the first 12 months**
- **Eastern US clients**
- **Industry: Healthcare**
- **Funding: Private investors**

## The Results

---

Fortium Partners' fractional CIO quickly became an effective force, implementing the technology strategy crafted in collaboration with the organization's senior leadership. This CIO was vigilant in:

- managing finances,
- identifying areas for cost savings, and
- enhancing revenue growth.

A notable strategy was the innovative use of the existing license for Microsoft Teams as the organization's primary cloud-based phone system.

Leveraging Fortium Partners' extensive background in healthcare and technology, all the planned clinics were set up without any technological setbacks to ensure the organization stayed on track with its objectives. The Fortium Partner played a pivotal role in mentoring the prospective CIO, who was seamlessly integrated into the leadership team.

“

We engaged with Fortium Partners as we started an entirely new healthcare business. The Fractional CIO's leadership and guidance enabled us to ramp up our technology infrastructure immediately. His background and Partner network are extensive, and his experiences with similar tasks in healthcare for both large and small organizations provided immediate value with an eye toward the future. The Fortium model was a critical element of our current success. ”

~ Jay McKim, CFO & Treasurer, LHM Physical Therapy Institute

