

## CASE STUDY



# Baptist Health Maximizes the Impact of IT Assets with ServiceNow ITAM

## Company Details

**Industry:** Healthcare

**Company Size:** 18,000+ employees

**Location:** Jacksonville, FL, USA

**Cprime Services:**

- ServiceNow ITAM

## Executive Summary

Baptist Health partnered with INRY and ServiceNow to align IT asset investments with patient care priorities, improve resilience, and automate lifecycle management through integrated HAM, SAM, and Business Continuity solutions.

# 6

Hospitals

# 50

Primary Care Offices

# 200

Clinics

# 40%

Cost savings on unused software licenses and hardware maintenance contracts

*INRY aligns Baptist Health's IT assets investments with critical requirements to advance patient care quality and velocity.*

## The Mission

Baptist Health is the leading healthcare provider in Jacksonville, Florida, and is committed to a faith-based approach to serving the healthcare needs of patients in Northeast Florida and Southeast Georgia. Baptist Health, as a non-profit organization, focuses on making the best use of its resources to deliver excellent patient care. The organization has received recognition in radiology/ oncology, surgery, clinical services, and dozens of other patient care disciplines.

Founded in 1955, Baptist Health has grown alongside its community to encompass six hospitals, four emergency care centers, two hundred clinics, and fifty primary care centers across the Northeast Florida region.

## The Opportunity

Baptist Health fully realizes the integral role that IT investments play in delivering quality medical care. In today's world of electronic medical records, virtual visits, and seamless patient data exchange, IT assets and services provide the nervous system that connects patients, care providers, and the back office. To help ensure the maximum return on investment for its IT hardware investments, Baptist Health partnered with INRY and ServiceNow to deploy an innovative HAM/SAM and Business Continuity Management (BCM) solution that included market-leading capabilities like:

- Capture of information aimed at making the organization's IT services and assets more resilient in the face of a wide range of risk areas via the configuration of ServiceNow Process, Asset, and Vendor Libraries
- Full lifecycle management of hardware and software assets from acquisition through end of life provides visibility into asset alignment with the organization's business, data, or compliance-related requirements
- Definition of the organization's most critical IT processes, services, and assets through Business Impact Analysis (BIA)
- Development of mitigation strategies and plans, including Business Continuity, Disaster Recovery, and Crisis Recovery
- Governance of the BCM Framework so that roles, responsibilities, processes, and enabling technologies are well-defined for key BCM areas

By aligning Baptist Health's IT asset investments to critical requirements for the organization's mission and continuity requirements, the solution helps to ensure that every dollar spent on IT helps advance the quality and velocity of patient care.

## The Results

Thanks to the ongoing partnership between Baptist Health, INRY, and ServiceNow, the organization has seen compelling benefits such as:

- More resilient IT operations that can identify, understand, and mitigate risks to its business continuity to ensure that the organization's information systems are available to advance its patient care mission
- More informed insight into the correlation between software and hardware investments and their value to Baptist Health. Without clear information on how IT spending aligns with mission requirements, overspending or underspending is likely. The HAM/SAM solution offers valuable cost/benefit insights to guide IT investments
- Elimination of manual tracking via spreadsheets, and other ad hoc systems used to manage the IT asset lifecycle. By automating this process and aligning assets with IT mission capabilities, Baptist Health has freed up capacity for more strategic planning to meet evolving information system needs.
- INRY, ServiceNow, and Baptist Health continue this partnership to help grow the Power of Platform within the organization to make it more efficient, resilient, and impactful in the lives of patients in their community.