

# How a Remote Healthcare Company Scaled Across 20+ States and Found a Long-Term IT Partner

## The Company: AppriseMD

AppriseMD is a physician advisor sourcing company that helps hospitals avoid inappropriate claim denials and recover revenue they are rightfully owed. As a fully remote organization with employees across more than 20 states, AppriseMD depends on technology for everything: communication, collaboration, and HIPAA-compliant operations.

As the company grew, managing IT internally became unsustainable. Leadership needed a partner who could keep pace with their growth and let the team focus on their mission.



# The Challenge

## Managing IT In-House Across a Distributed Team

Before Preferred, the AppriseMD team managed IT themselves. Hardware provisioning, software access, onboarding, offboarding, and security all fell on people whose primary job had nothing to do with IT.

"We sort of managed it ourselves in-house. And yeah, it was difficult. Trying to manage their hardware and their software access really is impossible. We needed to really focus on what our mission is — to help hospitals."

— Dr. Franklin Baumann, CEO



# Why AppriseMD Chose Preferred

## Expertise That Feels Personal

AppriseMD was referred to Preferred by a close connection. After evaluating a few providers, Preferred stood out for a rare combination: deep technical expertise delivered with a personal, approachable style.

"I was impressed from the beginning with the balance between obvious expertise, yet they are small enough that they felt very personal. It did not feel like we were just a number."

— Dr. Franklin Baumann, CEO

For a team of healthcare professionals, plain-language communication mattered. No jargon. No talking down. Just clear guidance that made IT make sense.

"When you are not in the IT world, it is important that they are not talking down to you. I really feel like that is the case every time I have an interaction with any of their staff members."

— Jennifer Standeford, Operations

# The Solution

Preferred became AppriseMD's end-to-end IT and cybersecurity partner, managing software subscriptions, hardware across 20+ states, security, HIPAA compliance, and employee onboarding and offboarding.

## A Partner Through Every Phase

Through periods of significant growth, stabilization, and contraction, Preferred stayed consistent. They also earned early trust by being transparent about what the company would need in the future.

"Whether we are growing, staying the same, or shrinking, they are always there for us. We never feel like we are not important to them. There are certain things we just never have to worry about with Preferred."

— Dr. Franklin Baumann, CEO

"They ensure that things are working properly. They send an email the next day before they close the ticket to confirm everything is working correctly. We appreciate their service."

— Mary Perez, Administration

# The Results

For AppriseMD, the biggest outcome is the daily confidence that IT is handled, systems are secure, and nothing is falling through the cracks. The team now operates with centralized IT management across a distributed workforce, HIPAA-compliant security managed by experts, and an infrastructure ready for the next phase of growth.

"Confidence and security. That is one thing I do not have to worry about – the IT aspect. I just know that they will take care of it."

— Jennifer Standeford, Operations

## A Recommendation Without Reservation

"I would highly recommend them without reservation. They will work closely with you. They will really try to understand what your needs are, and they will meet those needs."

— Dr. Franklin Baumann, CEO



"If you are a small business owner doing it all yourself in-house, you are going to be very happy when you finally get experts who know what they are doing to take that burden off your shoulders."

— Dr. Franklin Baumann, CEO



You deserve an IT partner who shows up when it matters;  
strategically, operationally, and personally.

**Let's explore whether Preferred Systems  
is the right fit for you.**



**Book an Expert Consultation**

