



Advanced Urology Achieves the **Elusive Care/Technology/Value** Triad with Medicus IT





When faced with the challenge of delivering exceptional care, leading-edge data and technology, and low costs, most medical industry experts would say, "Pick two." But Advanced Urology says otherwise. Based in the Atlanta/North Georgia area, the organization's visionary model is purpose-designed to:

- Encourage informed, experienced questioning of the status quo, especially when traditional approaches aren't benefitting patients
- Drive and support physician-led improvement in outcomes
- Control costs and improve responsiveness for patients and their wellbeing

Those objectives might seem lofty, but Vice President of IT Heather Spyke insists that pursuing and achieving them is why Advanced Urology is "the future of better healthcare."

"It begins and ends with care," she asserts. "Everything I do must ensure our patients get the best care possible. We have to make sure our providers can access the data and technology they need to care for patients. We must enable our people to provide rapid, efficient support. We have to make it possible for our patients to communicate with their providers, be involved in their own care, and know that their sensitive information is secure. And all of that requires extensive technology."

Significant Growth Requires a Multi-threaded Approach

Advanced Urology understood early on that a cutting-edge medical practice required an equally innovative approach to healthcare IT. When Spyke first arrived at Advanced Urology in 2019, she inherited a hybrid IT infrastructure in which Medicus IT supported significant components of the organization's technology. "I came from a large IT department where we handled almost everything internally," she recalls. "So at the beginning, I had to form a level of trust and partnership with the Medicus Virtual Technology Executives (VTEs)."



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Today, Spyke says that Advanced Urology's partnership with Medicus IT is part of what has enabled its rapid growth from 1 clinic and 1 ASC to 14 clinics and 8 ASC's with five centers of excellence supported by more than 500 employees, including over 40 providers. "It was a very quick growth period," she affirms. "But Medicus was with us every step of the way, knowing how to set things up, moving servers, making sure our EMR was safe and secure, and getting our end-user devices up and ready to go."

