

# HOW **MICHIGAN'S** LARGEST PE BACKED GI PRACTICE FOUND ITS TECHNOLOGY PARTNER



**PINNACLE GI**  
PARTNERS



**MEDICUS IT**



In the complex world of private equity-backed healthcare, where technology demands constantly evolve and cybersecurity threats loom large, finding the right IT partner can make or break operational efficiency. For Pinnacle GI Partners, Michigan's largest gastroenterology practice and an H.I.G. Capital portfolio company, the search for such a partner led them to Medicus IT – a decision that would prove transformative for their operations.

**Measurable Impact:** Through modernization of their technology infrastructure and elimination of redundant systems, Pinnacle achieved 22% cost savings across hardware, software, and IT resources.

"You can choose a vendor who offers you a solution out of a box, or you can find a true partner who takes the time to understand your operation," reflects Michael Davis, Pinnacle's CFO. His role, which includes oversight of the organization's technology infrastructure, gives him a unique perspective on the challenges facing healthcare organizations in today's digital landscape.

The partnership began with a comprehensive evaluation of Pinnacle's existing technology infrastructure. Rather than simply maintaining the status quo, Medicus IT conducted a detailed analysis of the practice's systems and costs. "We absolutely created a win-win situation for both Medicus and Pinnacle," Davis notes. "We didn't just choose Medicus because they were cost effective, they also brought quality improvements. They've been very responsive to make sure our needs are met."



For a growing practice like Pinnacle, standardization is key to scalable operations. Davis draws an interesting parallel to explain their approach: "I believe in the old Southwest logic – they flew one plane." This philosophy drives Pinnacle's technology strategy, from laptops to desktops to printers and beyond, creating a unified system that can be efficiently replicated across locations as the group expands.

The healthcare-specific expertise Medicus IT brings to the table has proved particularly valuable. Pinnacle uses ModMed Gastroenterology as their EHR, and Medicus IT's familiarity with the platform eliminates the need for additional in-house expertise. "The nice thing about Medicus is they're well-versed in ModMed," Davis explains. "That keeps me from having to have internal ModMed experts when something goes wrong."



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The support model Pinnacle has developed with Medicus IT represents a hybrid approach that leverages the best of both worlds. While maintaining two internal IT technicians, the practice relies on Medicus IT's broader expertise to handle more complex challenges and support growth initiatives. This collaboration has created a seamless support system where both teams work together through a unified ticketing system, ensuring continuity across the support value chain.

The results speak for themselves. "The level of incidents have reduced," Davis reports, noting that their monthly ticket count has decreased significantly. "I'm not hearing as many urgent messages. We've basically mitigated most of the areas that might have been an occurrence at one point in time."

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**Infrastructure Enhancement:** By replacing unreliable legacy systems with a robust, streamlined infrastructure, Pinnacle dramatically improved operational reliability and efficiency across all locations.

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Perhaps most telling is how the relationship has evolved beyond traditional IT support. Medicus IT has become an integral part of Pinnacle's strategic planning process. The team regularly reviews technology infrastructure, identifies potential redundancies, and suggests more efficient alternatives. "They've gotten their hands around how we should be handling our infrastructure." Davis recalls.



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This strategic partnership approach has particular relevance for private equity-backed healthcare organizations, where efficient scaling and operational excellence are paramount. "Medicus looks at us as someone they want to develop and have a long-term relationship with versus how much they can make tomorrow," Davis emphasizes. "That's critical."

Looking ahead, Davis sees the partnership continuing to evolve as Pinnacle grows. The practice's 2025 technology strategy is being developed in close collaboration with Medicus IT, ensuring that future investments align with both operational needs and strategic goals.

"We trust the advice that we get from them," Davis concludes. "They're going to really look at what we do, how we operate, and help us make the best decision." In an industry where technology can either enable or inhibit growth, Pinnacle GI Partners has found in Medicus IT a partner capable of supporting their ambitions while maintaining operational excellence.

The success of this partnership offers valuable lessons for other private equity-backed healthcare organizations: Sometimes the most valuable technology partner isn't the one with the lowest price or the most extensive feature list, but the one who takes the time to understand your business and align with your strategic goals.