



# Honesty and Communication Drive 20-Year Managed Services Partnership

**Reliable, engaged team the secret behind decades-long relationship with New Jersey specialty medical practice.**

Ask the practice manager at New Jersey's Advanced Spine Center about the longstanding partnership the medical practice has with managed IT services provider Exigent Technologies, and her answer is simple.

"It's truly about the people," says Lynne Rolsing, who oversees operations at the center as practice manager. "The relationship we have with the team at Exigent is the piece of the partnership that keeps us with the company. They always hire great staff, they are easy to work with, and they are responsive. That's what you want, for the team to be available when you need them."

For any business, technology provides the backbone for operations. With the added complexity of electronic medical records, a high demand for cybersecurity, and the critical mandates associated with compliance, IT is an even more vital element of success for healthcare practices.

"Healthcare environments can be extremely complicated, and each practice has its own unique needs. The advantage of our long relationship with The Advanced Spine Center is that with so much history, it is easier to plan and we can better advise them on how to use technology to support their business growth," says Daniel Haurey Jr., founder and president of Exigent Technologies.

"We need technology and Exigent to run our business," explains Rolsing, who works closely with Exigent alongside the practice's internal technology resource, systems operations manager Loraine Cruz. "We're very fortunate to have Loraine, who knows what she is doing and handles a lot in the office. She has the Exigent team to escalate to, and that is part of what makes our partnership work."

"What we look for is everything to run smoothly, that's one measure of our good partnership with Exigent," adds Cruz. "Then, if I want to pass along something, I hand it off and we trust them to do their job. It is also great when something new needs to be done. We will talk it through with our account manager and they'll let us know what the project entails and what steps we need to take, and we move forward. It is truly a trusted relationship."

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“Being considered a trusted part of the center’s team is what helps Exigent guide Lynne and Loraine to the best solutions,” adds Haurey. “At Exigent, we strive to build a partnership with each customer that is truly focused on doing what is best for that business. To do that, and earn our trusted advisor status, we cultivate a deep understanding of their challenges and needs, well beyond just the technology products they may need. We want to align their IT toolset with the bigger picture.”

## Key Elements to True Partnership

While much of the center’s reliance on Exigent focuses on daily support, the MSP also guides the practice through technology upgrades, including standing up new facilities and projects such as the upcoming deployment of a new firewall and updates to the operating systems on the center’s servers. “We find the partnership seamless—from projects to the day-to-day,” says Rolsing. “If anything, the only problem we have is getting our team to use Exigent more for support!”

The relationship between the two companies has spanned nearly two decades, with Rolsing first working with Exigent in the early 2000s at another large medical practice that evolved to become The Advanced Spine Center. As she’s worked with Exigent’s team on projects over the years, she has met many of Exigent’s staff and vice versa. “It’s always such fun to work together as a team, it is great to meet them and know their names—that stability within Exigent’s staff is really an advantage.”

Rolsing calls out honest, transparent communication between the two companies as a critical component in the longevity of the partnership. “Honesty is key. We know that if something comes up and we need to talk with our account manager, we can and we do. And when we give input to anyone, there is a response and there is follow-up,” says Rolsing. “If we have a problem, it gets solved.”

When asked about Exigent as a managed IT services partner, Rolsing focuses on the advantages of the partnership but also stresses that it takes both sides to make a business services relationship effective.

“When we are talking about Exigent, I tell people it is all about the reliability, the excellent staff, and the responsiveness. I also tell them that this type of longstanding relationship doesn’t happen without commitment on both sides. Make sure your team is onboard, that they understand and are educated about tickets and how support works, and then trust the process.”

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