



# Scaling Managed Service Provider (MSP) services as a healthcare practice grows

## Case study

Orthopedic Associates of Lancaster (OAL), a physician-owned and operated orthopedic practice, was solely managing its own IT services in 2011. With surgery suites, a rehab center, and orthopedic urgent care facilities, they were providing exclusive orthopedic trauma services to Penn Medicine Lancaster General Health (LGH).

OAL wanted to focus on delivering care and growing the orthopedic practice—rather than spending time recruiting and managing IT staff. They hadn't worked with a Managed Service Provider (MSP) before and reached out to Pixel Health after receiving a recommendation from LGH.

**This case study shares how Pixel Health has worked with OAL since 2011 to:**

1



Modernize and standardize their IT infrastructure to support clinical operations across multiple locations

2



Provide comprehensive management and oversight of OAL's IT and healthcare technology

3



Participate in strategic conversations with OAL's board

## Aligning MSP services with growing needs

At the time, OAL had ~250 staff across three locations, which included two outpatient surgical suites. OAL wanted Pixel Health to assume responsibility for all its technology.

The team started supporting the practice with several services, which included:

- > Implementing a standardized technology infrastructure
- > Installing a new phone system and evaluating their telecom-related expenses
- > Transitioning physical servers to virtual and cloud-based systems
- > Documenting policies for annual auditing and cybersecurity practices
- > Helping select technologies that meet the evolving needs of OAL's surgical suites
- > Managing an EHR migration from an on-premises system to Epic Community Connect

## Flexibly adapting services and serving as a trusted partner

As OAL added another ~200 employees and additional surgical suites in new locations over the next decade, Pixel Health continued to transform its services to align with the practice's business needs.

OAL's board of directors recognized the ongoing value of Pixel Health's healthcare technologists and has invited Pixel Health leaders to speak directly to the board. **With this established relationship and level of mutual trust, Pixel Health has been able to provide more than just tactical support.** Instead of serving as a vendor, they have become a key partner by participating in strategic discussions to help guide expansion and technology choices.



*Our MSP has never felt like a vendor relationship," said Bill Weik, CEO of Orthopedic Associates of Lancaster. "Pixel Health understands our practice, our people, and where we're headed. They're at the table when we're making decisions that matter—and that's made all the difference over the years."*

## Recognizing how an MSP addresses the challenges faced by physician practices

IT can be unfamiliar to small and mid-sized physician practices where physicians and staff are trained in clinical care, compliance, and patient operations, but lack experience in network architecture, telecom systems, cybersecurity, or cloud infrastructure.

IT can also feel like a "black box," especially as complexity grows, technologies change, IT staff turnover, and cybersecurity requirements evolve.

An MSP addresses these challenges by delivering continuous IT services, providing more predictable IT costs, reducing compliance risk, and ensuring business continuity by strategically aligning with the practice's growth goals.

## The importance of “speaking healthcare”

The Pixel Health team cites its ability to “speak healthcare” as one of the factors in its success with OAL. Because of the investment Pixel Health has made in clinical staff and clinical application and workflow expertise, the team understands the unique, time-sensitive needs of clinicians and medical staff and determines how clinical workflows are best supported by technology.

Pixel Health services professionals also liaise between clinicians and IT vendors, providing essential connections that help troubleshoot, create user-centered experiences, and ease the transition to adopt new technologies and processes.



## Looking ahead at the long-standing partnership

OAL recently signed a multi-year extension with Pixel Health, bringing the partnership’s lifespan to nearly 20 years. Pixel Health looks forward to providing ongoing support that aligns with OAL’s business needs and meets clinicians’ expectations. They will continue to deliver value-based solutions that help OAL further its mission of delivering a comprehensive, patient-centered approach to care and maximizing OAL’s investment in enabling technologies.

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