



For this week I want to share a piece from one of our trusted partners that details the “why” of a successful relationship. In addition to all the things Elevate IT Services details below, they also help us keep costs for these programs in check and provide smooth and easy access to funding sources to help pay for these improvements. Michael Hassell

From Small Town to Standout: How Holyoke’s Melissa Memorial Hospital is Quietly Leading the Way

Rich Kennedy, Chief Revenue Officer, Elevate Services Group

If you’ve lived in Holyoke long enough, you know Melissa Memorial Hospital has always been a place neighbors could count on. But over the past few years, something new has been happening behind the scenes. With quiet determination and a renewed commitment to state-of-the-art equipment and technology, MMH has transformed into one of the most forward-thinking rural hospitals in the state. And others are beginning to take notice.

New systems are running smoother. Staff have more support. And patients are seeing the difference—from shorter wait times to more secure, efficient care. Melissa Memorial’s advanced cybersecurity technology has stopped cyberattacks before they happened...something that many large urban hospitals cannot do. They have also improved how the hospital works with Medicare and Medicaid, helping ensure more dollars stay right here in town—supporting care, jobs, and resources.

These initiatives have been so successful, MMH leadership was invited to speak to a healthcare conference with over 1,000 hospital leaders to help other rural hospitals make similar strides.

Much of this progress has come through a partnership with Elevate IT Health, a Colorado company that specializes in healthcare IT for rural communities. Elevate helped MMH upgrade its systems, plan for the future, and stay ahead of the curve. But the vision and momentum have always come from within – from leaders who believe that smaller hospitals can, and should, be excellent hospitals. And that our neighbors and staff deserve the best healthcare.

Melissa Memorial Hospital is proving that when a hospital puts people first and thinks a few steps ahead, it can do more than just serve a community—it can strengthen it.

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