



# equiPLY

Developed within the *Healthcare Innovation Center*

with **C**iracet

Replacing Guesswork with  
**Medical Equipment Spend Management Software.**

# Your equipment is aging—and so is your capital planning strategy.



Rural facilities are caught in an **aging-infrastructure conundrum**.

By Markian Hawryluk, KFF Health News Jan 12, 2024

**10+**  
Avg. Age of Equipment  
(in years)

Healthcare facilities are relying on **outdated equipment**. While these devices may still function, they often lack the safety, efficiency, and interoperability of modern technology. Without centralized visibility into equipment age, utilization, and lifecycle status, organizations are forced to **react to failures rather than plan strategically**—driving up costs, disrupting workflows, and delaying improvements in patient care.

**Everyone's doing their best—but aging infrastructure is quietly eroding performance.**

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# Tight budgets. Aging equipment. **Constant pressure to deliver more.**

Clinical Teams	Procurement Teams	Engineering Teams
Relying on aging, inefficient devices	Flooded with emergency requests	Constantly patching failing machines
Delays from underperforming equipment	No long-term visibility or prioritization	No clear plan for end-of-life replacements

**Capital is constrained**, but the cost of inaction is even greater. Hospitals face growing pressure to modernize, yet without a structured way to align needs, justify replacements, and prioritize investments, **decision-making becomes reactive**. The result? Resources go to low-impact or politically driven requests, while aging infrastructure creates safety risks, higher maintenance costs, and workflow disruptions. Without strategic capital planning, hospitals stay stuck in a cycle of short-term fixes and long-term inefficiency. It's not a lack of effort—**it's a lack of visibility and control.**

**Equipment failure in the OR can quietly erase \$15,000+ from your bottom line—overnight.**

# Investment decisions are made without the data to support them.

What's Often Missing	Why It Matters
Equipment age & lifecycle	<i>Identify what's truly obsolete</i>
Utilization data	<i>Know if it's overused or underused</i>
Repair & service cost	<i>See when maintenance becomes a liability</i>
Risk & clinical impact	<i>Understand what failure actually costs</i>
Financial ROI projections	<i>Justify the investment objectively</i>

Hospitals allocate **millions in capital every year**—but without consistent data inputs to guide those decisions. There's no unified view of equipment age, utilization, service cost, or risk level. Capital requests rarely include ROI projections or replacement timing models. Instead, leadership is left comparing disconnected spreadsheets, vendor quotes, and internal requests— with no structured way to evaluate tradeoffs.

**Without clean, centralized data, even well-intentioned planning becomes reactive.**



# The systems you have weren't built for medical equipment spend.

No Shared Data. No Strategic View.

Equipty fills the gap.

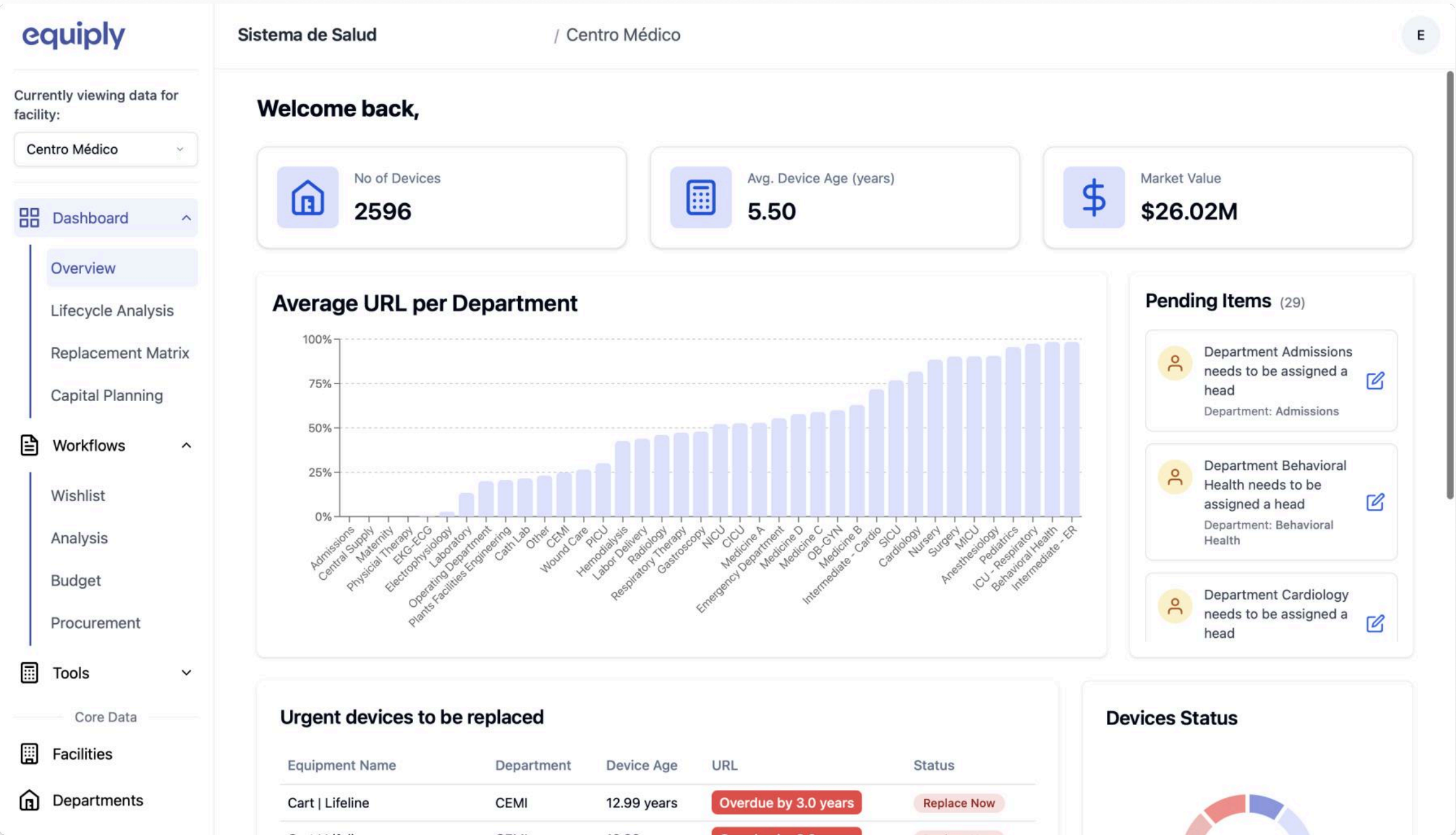


Hospitals are using enterprise tools like Workday, GHX, and Accruent. But these systems operate in silos. They don't share data, don't connect across departments, and **don't help decision-makers understand what needs to be replaced—or why**. Without an integrated view of financials, equipment condition, and clinical need, strategic capital planning becomes guesswork, driven by urgency or internal politics.

**You're making multimillion-dollar decisions using systems that were never designed to guide them.**

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# Equiply turns **scattered data into strategic capital plans.**

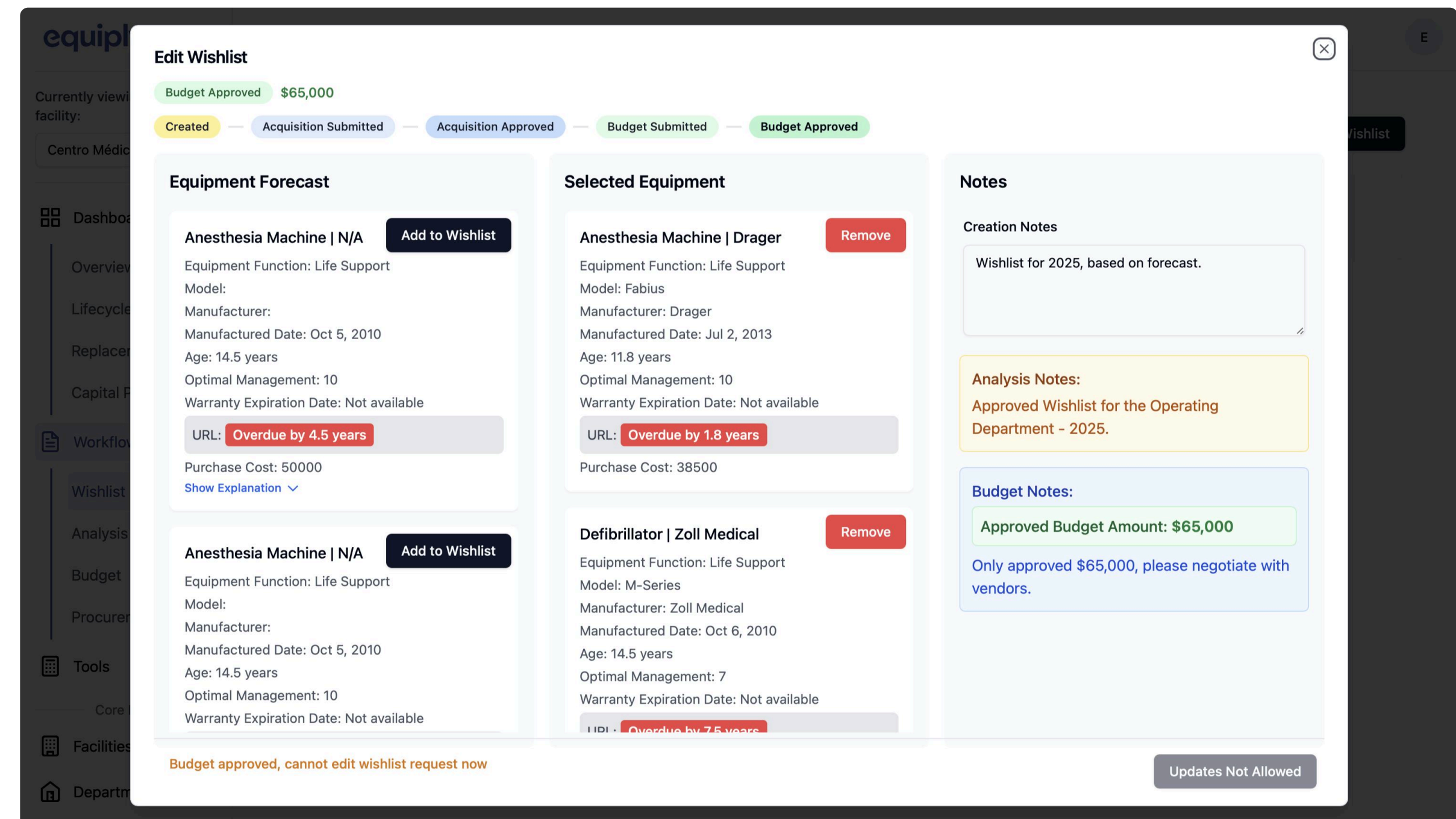


Equiply is a **Financial Planning & Analysis (FP&A)** platform built specifically for **healthcare capital planning**. It connects the dots between finance, clinical operations, procurement, and asset management—consolidating fragmented data into a decision-making engine. From lifecycle tracking to utilization, cost modeling to replacement forecasting, Equiply makes it possible to prioritize investments based on real-world performance, risk, and ROI.

**Giving hospitals the visibility and structure to invest wisely—before things break.**

# Transforming capital planning from reactive to strategic decisions.

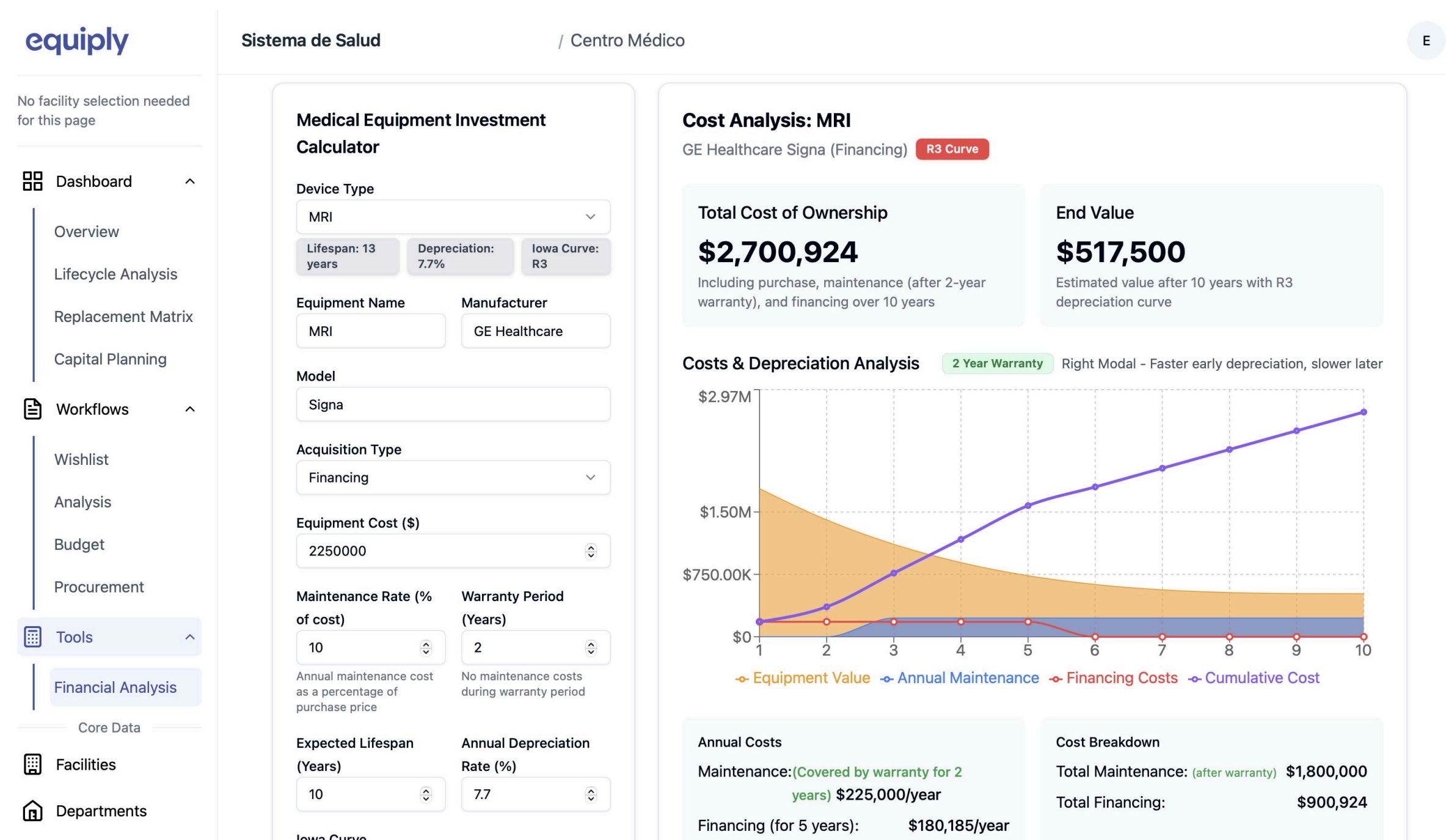
With Equiply, capital requests are no longer isolated department submissions. **Every equipment need is supported by data** from lifecycle analysis, real-time utilization metrics, and financial modeling. Requests are scored, ranked, and aligned across departments—so leadership can prioritize high-impact investments, **not just the loudest voices.**



Replacing opinions with evidence—and turns capital planning into a repeatable process.



# Turning every capital request into a **fully modeled financial decision**.



Equipment purchases happen without financial modeling. Equiply changes that. **Every request**—whether for replacement, upgrade, or expansion—is **paired with a full financial package**: ROI, cost-benefit, break-even, and long-term impact.

**Finance teams get clarity.**  
**Clinical leaders get justification.**  
**Decision-makers get confidence.**

**Equiply makes it easy to say yes—to the right investments.**

# From scattered data to **confident, capital-smart decisions.**

Strategic Clarity	Operational Efficiency	Financial Control
Multi-year replacement visibility	Speed up request approvals	Reduce unnecessary purchases
System-wide equipment insights	Spend less time chasing data	Build budgets with real limits
Unify finance, procurement & clinical	Standardize every request format	Preview ROI before committing

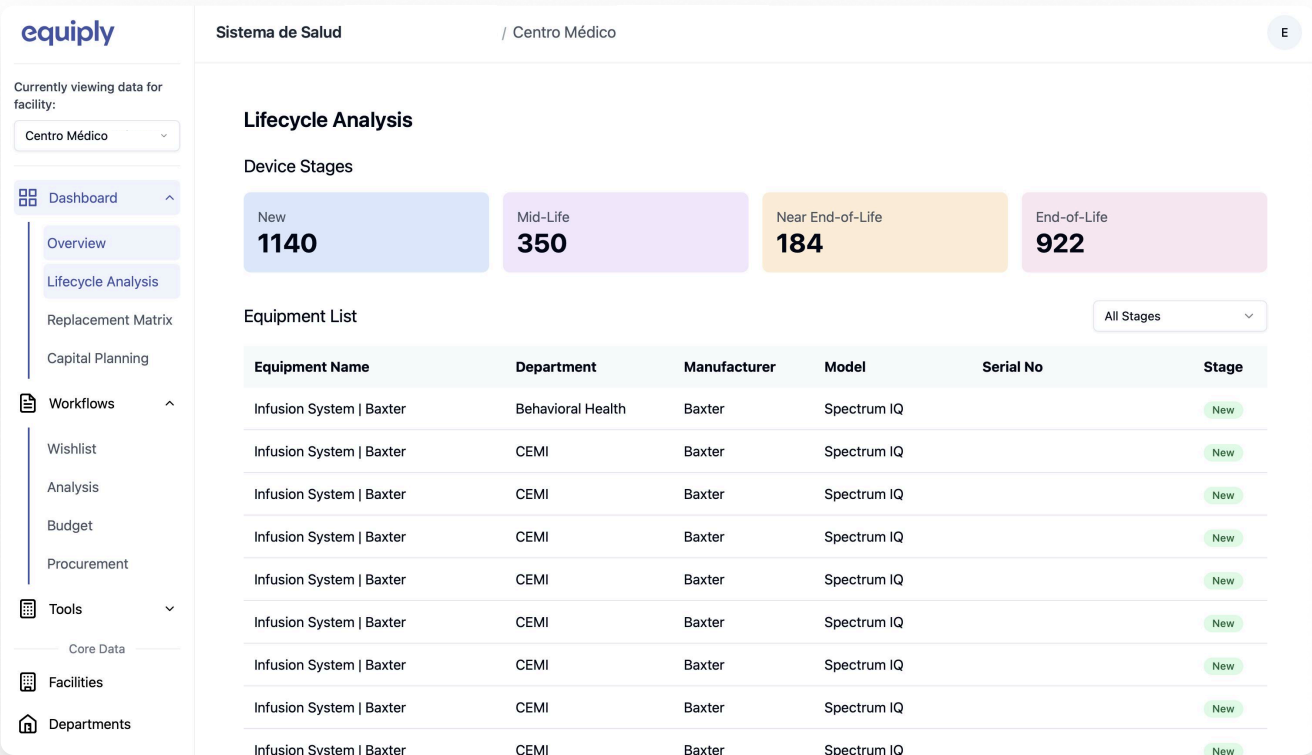
**Equiply doesn’t just organize your capital planning**—it unlocks real, measurable value across finance, operations, and clinical leadership. With a shared system, aligned data, and structured analysis, your teams make better decisions faster, and **your investments finally reflect your priorities.**

**Equiply turns capital planning into a high-impact, cross-functional discipline—just like it should be.**

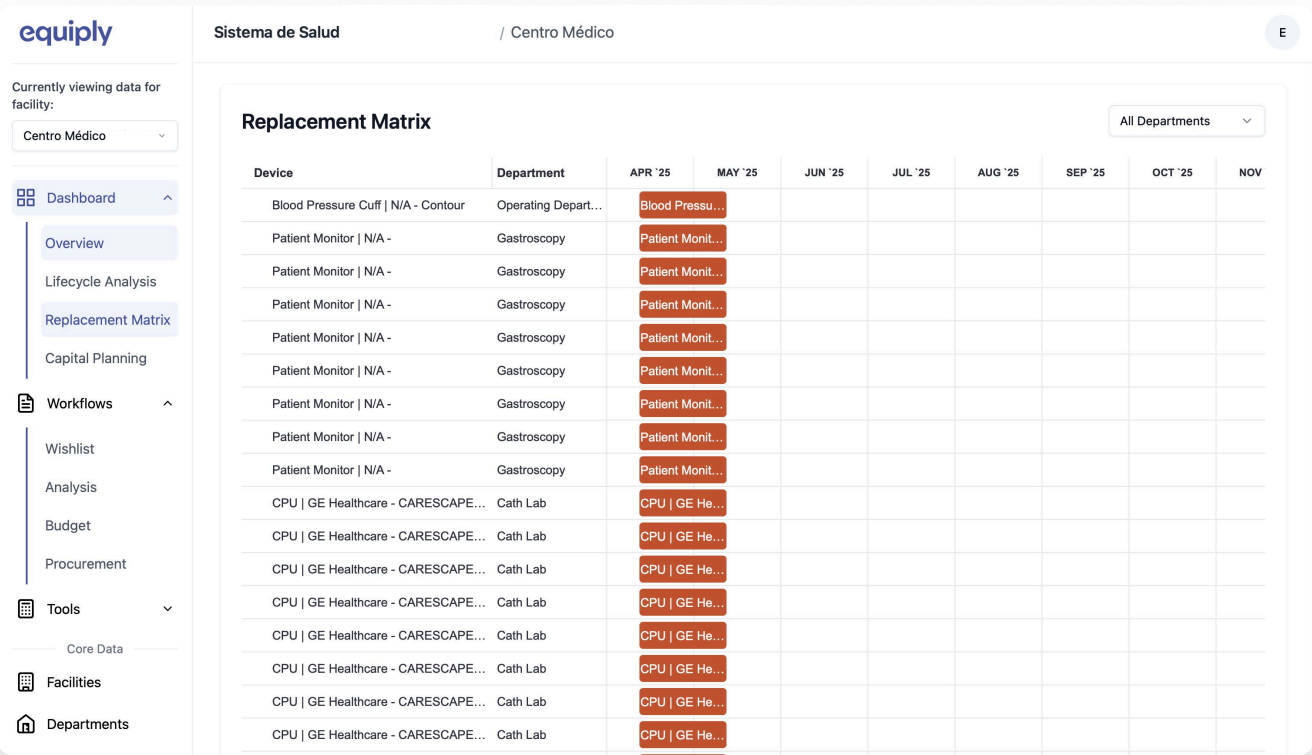
# Let’s build your 10–15 year replacement plan — satisfaction guaranteed.

We believe every hospital should have a clear, **data-driven roadmap for capital equipment**. That’s why we’re offering to build your full 10–15 year replacement forecast using your current data, risk profiles, and budget parameters — no integration required.

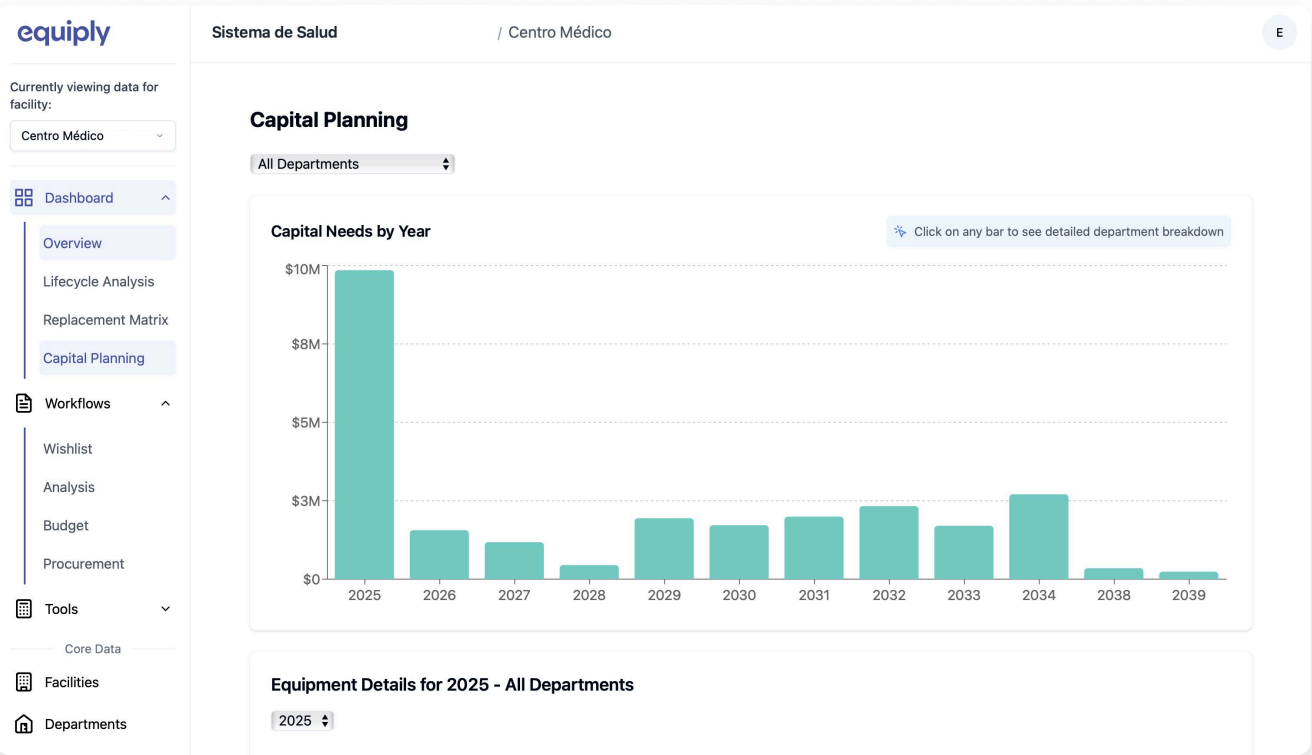
## Lifecycle Analysis



## Replacement Matrix



## Capital Planning

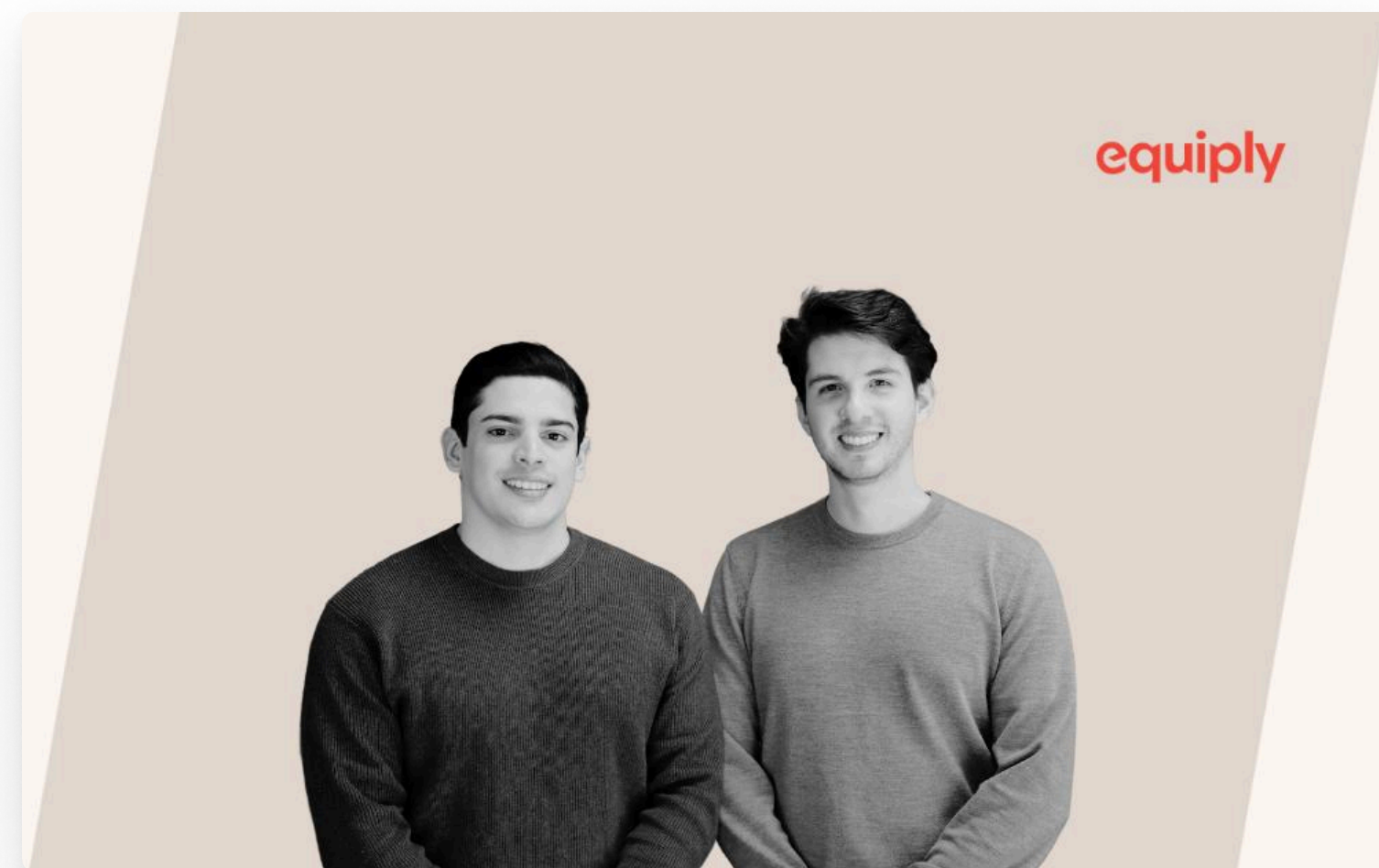


In 30 days, you'll go from disconnected spreadsheets to a strategic capital roadmap that lasts a decade.

If you’re not confident in the results, there’s no obligation to move forward.



# Built by operators, and engineers who've been in the trenches.



Equiply was founded by a team that has repaired medical equipment, implemented EHRs, optimized hospital workflows, and advised leading health systems on managing aging infrastructure. We understand the complexity—because we've lived it.

**Equiply is the platform we wish we had inside the hospital.**



**Join our partners, and build your smarter, system-wide capital strategy.**

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Medical Equipment Spend Management