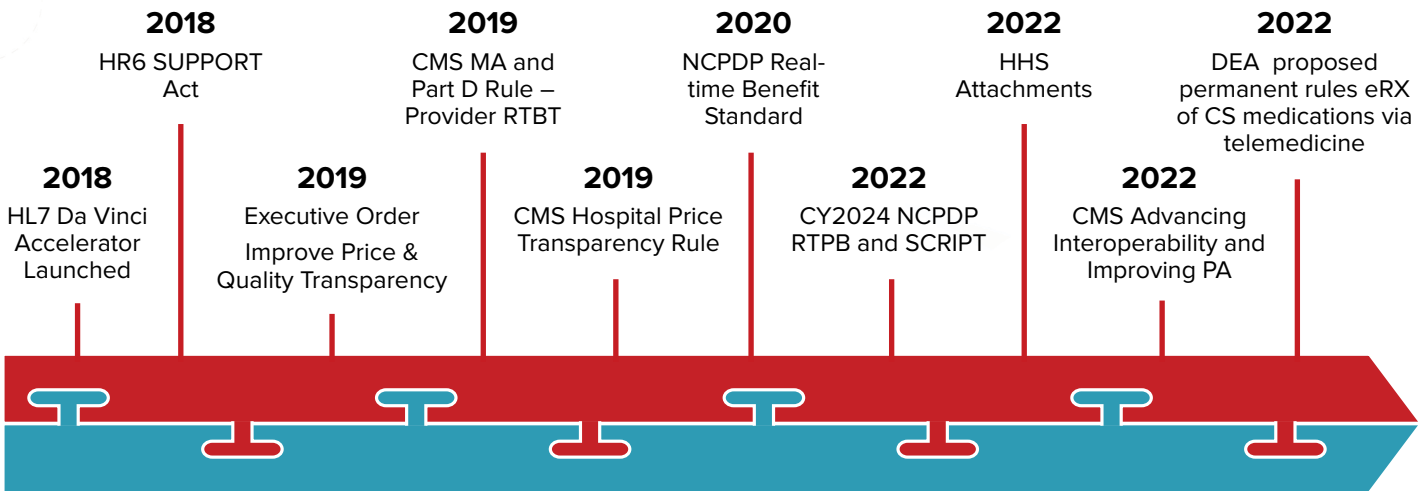


Point-of-Care Partners LLC

MARKET FOCUS



WE ARE IN A CYCLE OF RAPID CHANGE IN HEALTH IT



STANDARDS DEVELOPMENT & HL7 FHIR ACCELERATORS



CREATING LOTS OF BUSINESS CHALLENGES

- **What is your strategy?**
 - Business – organizational – competitive
 - Operational
 - Technical
- **How will you prioritize?**
 - Mandates – market demand – value – feasibility
- **How will you keep up with everything that is going on?**
 - Regulations – Multi-stakeholder collaboratives – Competition
 - Innovation and technology advancements
- **How will you drive/manage change and communication?**
 - Internal – Consumers – Partners
- **How will you impact your provider network?**
- **How will you drive adoption and utilization?**
 - Provider – Member – Patient – Community
- **How can/will this change my market?**
 - Competition - Product design - Network demands
 - Employer – Consumer – Government Programs



BUSINESS BIO: 20 years of serving stakeholders across Health IT - 140+ consultants nationally.

CLIENTS INCLUDE: Health IT vendors, industry associations, multi-stakeholder collaboratives, payers, pharmaceutical manufacturers, providers, standards development organizations.

SUBJECT MATTER EXPERTS IN: Clinical decision support and clinical messaging, EHRs, electronic prescribing, interoperability and health information exchange, prior authorization.



AREAS OF FOCUS:

- Value Modeling
- Program Design and Management
- Standards Development
- Health IT Implementation
- Product Strategy and Design
- Research and Evaluation
- Health IT Education
- Business and Technology Strategy



Market Intelligence



Healthcare Interoperability and Enablement



Regulatory and Legislative Analysis



Strategic Planning

RECENT PROJECTS OF NOTE

Interoperability

- APP Market Intelligence and strategic planning for healthcare stakeholder
- Health Equity data strategy development
- Product strategy and go to marketing planning for health IT vendors
- Evaluation of clinical data suitability for risk adjustment and HEDIS use

Collaboratives and Coalitions

- Program management for Da Vinci, FAST and Gravity HL7 Accelerators
- Multi-year strategic plan and pilot project support for state-based healthcare collaborative

Specialty Medication

Understand and develop strategy for automation of prior authorization and supporting workflows.

Workflow Expertise

Base education on history, policy and standards and technical enablement of key workflows like clinical data exchange, prior authorization and quality measures.

Implementation

Partner engagement strategy and go-to market plan for providers and payers sharing clinical data HEDIS and Risk.

 POCP.COM

 (877) 312-7627

 **Point-of-Care**
PARTNERS | HEALTH IT
MANAGEMENT
CONSULTANTS