

Point-of-Care Partners Names Benjamin Heck General Manager of Payer, Provider & Technology Business Unit

Healthcare industry veteran brings more than 25 years of executive leadership experience to help clients navigate healthcare transformation through business strategy, interoperability, and emerging technologies.

FOR IMMEDIATE RELEASE

HOLLYWOOD, Fla., July 20, 2026 – Point-of-Care Partners (POCP), a leading health IT consultancy, today announced that Benjamin Heck has joined the firm as General Manager of its Payer, Provider & Technology (PP&T) Business Unit.

Heck brings more than 25 years of executive leadership experience helping health plans, providers, healthcare technology organizations, and other industry stakeholders solve complex business, operational, and technology challenges. Throughout his career, he has guided organizations through major industry shifts by aligning business strategy, regulatory requirements, technology investments, and operational execution. Most recently, he served as Senior Vice President of Healthcare Consulting at CitiusTech, where he led a global healthcare consulting practice. Previously, he was President of Change Healthcare Consulting, overseeing the firm's consulting business through a period of significant growth and industry recognition.

As General Manager of the PP&T Business Unit, Heck will lead POCP's team of consultants and subject matter experts that advises health plans, provider organizations, healthcare technology companies, and other healthcare entities on the rapidly evolving landscape of healthcare policy, interoperability, artificial intelligence, digital health, and business transformation.

"One of the things that impressed me most about Ben is that he doesn't separate technology strategy from business strategy or operational reality," said Tony Schueth, CEO of Point-of-Care Partners. "He understands that meaningful healthcare transformation happens when you connect policy, standards, technology, business processes and the people doing the work every day. That has been part of POCP's 360-degree perspective since the company's founding, and it's why I knew he'd be such a great fit for our team. Ben brings exceptional leadership experience, but just as importantly, he's curious, collaborative, and passionate about helping clients solve difficult problems in practical ways, which is very consistent with who we are. I'm excited to welcome him to POCP and to see the impact he'll have for our clients."

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Throughout his career, Heck has championed a practical approach to healthcare transformation, helping organizations move beyond technology implementation alone to create strategies that improve interoperability, operational performance, and collaboration across the healthcare ecosystem. His work has consistently emphasized leveraging standards-based interoperability, strong data foundations, and

emerging technologies such as artificial intelligence to help organizations improve decision-making, strengthen payer-provider collaboration, and deliver better experiences for patients and members.

"I've known and respected POCP's work for years because the firm has never chased the latest industry buzzword," said Heck. "Instead, the team has built a reputation by developing deep expertise in the issues that truly shape healthcare and helping clients understand how those issues connect across the broader healthcare ecosystem. That's quite familiar to me because it's the same philosophy I've had throughout my career. Strategy has to be grounded in operational reality, informed by policy, enabled by technology, and ultimately focused on improving healthcare. Joining a team with this depth of expertise, and one that's so well respected across the industry, was an opportunity I couldn't pass up."

POCP's PP&T Business Unit works with health plans, provider organizations, health IT vendors, digital health firms, and other healthcare stakeholders to develop practical strategies that address today's most pressing healthcare challenges while preparing organizations for what's next. Heck's appointment further strengthens the firm's ability to help clients anticipate change, evaluate emerging opportunities, and translate complex industry developments into actionable business strategy.

"Healthcare organizations are facing extraordinary change, and that pace is only picking up," added Schueth. "Our clients need advisors who not only understand what's changing, but why it matters and how to respond. Ben's experience and perspective make him an outstanding addition to our leadership team as we continue helping clients make smarter decisions and navigate what's ahead."

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About Point-of-Care Partners

Point-of-Care Partners (POCP) is a leading health IT consultancy committed to making healthcare better through smart technology and process changes. Our unique 360-degree perspective enables us to understand not only the intricacies of individual stakeholders, but also how changes in policy, standards, technology, and business processes ripple across the entire healthcare ecosystem. By bringing together perspectives from payers, providers, pharmacies, life sciences organizations, technology vendors, and government agencies, we help clients anticipate change, identify opportunities, and develop practical strategies grounded in the realities of healthcare. Through deep subject matter expertise, collaborative problem-solving, and actionable recommendations, POCP helps organizations navigate complexity with confidence and create lasting impact.

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