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**FOR IMMEDIATE RELEASE**

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## Point-of-Care Partners Welcomes Dr. Ross Martin as Senior Consultant

**Hollywood, FL – March 4, 2025** – Point-of-Care Partners (POCP), a leading health IT consultancy, is pleased to announce that Ross Martin, MD, MHA, FAMIA, has joined the firm as a senior consultant. Dr. Martin's unique combination of clinical experience and informatics expertise across providers, life sciences, pharmacy, managed care, and federal and state policy positions him as a valuable addition to POCP, strengthening the company's ability to guide clients through the complexities of healthcare technology and policy.

With more than 30 years of experience in healthcare informatics, strategy, and policy, Dr. Martin brings a rare ability to bridge clinical care and health IT innovation. His background in both medicine and technology enables him to approach healthcare IT solutions with a deep understanding of provider workflows, patient needs, and the strategic challenges facing POCP's clients.

Prior to joining POCP, Dr. Martin served as chief medical informatics officer at Agilian, LLC, and president of 360 Degree Insights, LLC, where he advised healthcare organizations on informatics strategy and innovation. He has held leadership positions at CRISP, Maryland's state-designated health information exchange, AMIA, Deloitte Consulting, BearingPoint, and Pfizer.

*"We are thrilled to welcome Dr. Martin to POCP," said Tony Schueth, CEO of Point-of-Care Partners.*

*"Ross was one of POCP's very first clients in the early 2000s when he was at Pfizer. We've talked many times about him joining our team over the years and now the stars have finally aligned to make it happen. His work across many sectors of healthcare combined with deep informatics expertise will be invaluable to our clients as they look to prioritize their resources, assess capabilities, define requirements for partnerships, and plan for change management for both technology and process within their organization."*

Beyond his professional achievements, Dr. Martin is known for his creativity and passion for making health IT accessible and engaging. As the self-proclaimed "world's leading medical

*informatimusicologist,”* he has combined his expertise in health IT with his musical talents, using original compositions to educate and entertain audiences on interoperability and health IT policy.

Dr. Martin holds a Doctor of Medicine (MD) from the University of Cincinnati College of Medicine and a Master of Hospital and Health Services Administration (MHA) from Xavier University. He is a fellow of the American Medical Informatics Association (FAMIA) and has been widely recognized for his contributions to health IT policy, standards implementation, and strategic innovation.

As POCP continues to support health plans, health technology vendors, and life sciences organizations in driving healthcare transformation, Dr. Martin’s expertise will play a critical role in helping clients develop and implement effective health IT strategies.

For more information about POCP and its team of experts, visit [www.pocp.com](http://www.pocp.com).

### **About Point-of-Care Partners**

Point-of-Care Partners (POCP) is an employee-owned health IT management consulting firm assisting healthcare organizations in the evaluation, development, and implementation of winning health information management strategies in a complex and rapidly evolving healthcare ecosystem.