

Media Contact:

Melissa Bundy

Marketing Lead

Point-of-Care Partners

melissa.bundy@pocp.com

404.245.5240

FOR IMMEDIATE RELEASE

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Point-of-Care Partners Announces Vanessa Candelora as Lead, PP&T Management & Operations

April 14, 2025 – Hollywood, FL – Point-of-Care Partners (POCP), a health IT consultancy with deep expertise across business and product strategy, policy, standards, and implementation, is pleased to announce that [Vanessa Candelora](#) has taken on the newly established role of Lead, PP&T (Payer, Provider & Technology) Management & Operations. This senior leadership role was created to strengthen the alignment of business goals, resources, and processes for POCP's PP&T business unit, and to ensure operational excellence and continued growth.

POCP's [PP&T Business Unit](#) leads strategy and program management engagements across the healthcare ecosystem, including work with payers, providers, pharmacists, and pharmaceutical companies all with a focus on improving healthcare for the patient. From market intelligence and go-to-market strategies to interoperability roadmaps and multi-stakeholder initiative management, the PP&T team helps clients overcome barriers and drive progress on some of the industry's most pressing challenges.

Vanessa, who has been with POCP for 5 years, brings to this role a powerful combination of operational insight and an intimate understanding of what health IT clients need to succeed. Over the years, she has built deep subject matter expertise in areas such as price transparency, prior authorization, and payer-to-payer and payer-to-provider data exchange, along with a strong grounding in health equity and social determinants of health (SDOH). Her background and experience managing multistakeholder initiatives, helping clients with product and business strategies and digging into use cases & challenges stakeholders face reflects the strategic thinking and subject matter expertise that sets POCP apart. Her experience gives her a unique ability to step into this business unit leadership role with an eye toward what will truly move the needle.

Alongside her new leadership role, Vanessa will continue to serve POCP clients as a subject matter expert and remain actively engaged in leadership within the HL7 FHIR Accelerators.

[Tony Schueth](#), CEO of Point-of-Care Partners, shared his enthusiasm for Vanessa stepping into this new chapter, "I'm incredibly proud to see leaders like Vanessa come into their own. It's an honor — for me

personally and for POCP — to contribute to the growth of someone so smart, curious, and thorough. Vanessa has a deep passion, experience, and skillset for using her knowledge to make meaningful progress in healthcare, and we're all excited to see where she takes us."

Reflecting on the new role, Vanessa Candelora said "I'm thrilled to take on this new challenge and help shape the future of POCP's PP&T business unit. This role gives me the opportunity to stretch myself, continue learning, and work alongside some of the most dedicated minds in the industry. I'm excited to dig in and keep pushing boundaries to drive impact for our clients and the industry at large."

This new leadership position reflects POCP's ongoing investment in developing forward-thinking leaders and delivering value to clients navigating the complex and rapidly evolving health IT landscape.

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.