

# Optimizing the Impact of Health Information Technology Solutions



## Business Strategy

- Developed strategy for the world's largest disease-focused health data exchange, integrating a clinical registry, bio-bank, clinical trial matching database, and patient portal
- Evaluated the market for EHR solutions for long-term care facilities
- Designed strategy to monetize radiology utilization software
- Defined the value proposition and positioning strategy for an ICU-based data integration and analytics software solutions company
- Created the IT strategy for a novel line of continuous glucose monitors
- Developed strategy for a large IVD company to use lab middleware as a competitive differentiator
- Developed the go-to-market plan for a digital pathology software solution
- Developed a health IT growth strategy for a hospital-focused device and software company for digital anatomical pathology



## Quality and Analytics

- Assessed viability of an IT solution for real-time monitoring of hospital pharmacy dose-preparation
- Quantified economic value-add of software to detect and help prevent infection outbreaks in hospitals
- Identified and evaluated novel applications for a clinical decision support system
- Created a product optimization plan and growth strategy for a national non-profit organization with a proprietary network-based data collection and analytics platform
- Created strategy for the oncology outcomes database of a prominent oncology network
- Created product concepts for a disease management mobile app and tested these concepts with patients and physicians



## Connected Health Solutions

- Developed commercial strategy for a home patient monitoring device startup
- Built the business model for a remote retinopathy diagnostic device
- Assessed the integration of RFID into advanced infusion pumps in the face of connectivity differences across EHR systems
- Assessed opportunity for telehealth management solutions in cardiology
- Forecasted the impact of EHR adoption on the market for digitally-readable patient ID bands
- Evaluated the landscape of digital adherence solutions for a multinational pharmaceutical company
- Identified and evaluated medical applications for a novel mobile device combining social robotics, artificial intelligence and adaptive programming
- Helped a global biopharma company optimize an iPad-based app used to detail oncologists



## Opportunity Assessment

- Performed due diligence on workflow optimization software for hospital radiology departments
- Assessed growth potential of practice management software for blood banks
- Conducted diligence on novel software for clinical trial management, including electronic data capture and patient-reported outcomes
- Evaluated the market opportunity for software that helps hospitals meet Meaningful Use criteria
- Evaluated market positioning and growth potential for a software firm focused on patient recruitment for clinical trials
- Evaluated and recommended potential healthcare applications for an early stage mobile app company
- Conducted diligence on a remote cardiac monitoring device