Health Information Technology
Strategic Framework

Integrated services for healthcare, life sciences and technology companies
HIT Strategic Framework integrates research, strategy and business development into a system for innovation

**Market Research**
- HIT Trends monthly report
- HIT Trends executive summary
- HIT Trends teleconferences
- HIT analysis by stakeholder
- HIT market segmentation and company profiles

**Strategy**
- HIT strategy team building
- SWOT analysis workshops
- HIT opportunity analysis workshops
- HIT strategic plan development
- Priority innovation planning

**Business Development**
- Business architectures and eco-systems
- Business models and business plans
- Market validation of concepts, products and businesses
- Partnership and channel development
- Go-to-market strategies
Market research forms the foundation for strategic decision-making

**HIT Trends monthly reporting**

**Topic areas:**
- E-prescribing, Electronic Health Records, ARRA HITECH
- Care Communications (personal health records, gaps-in-care messaging, medication adherence, remote monitoring, physician-patient communications)
- Health Information Exchanges and Health Social Media

**Features include:**
- Headlines, to-the-point story summaries, graphical supports, links to original documents
- Analysis and commentary, key health statistics and company profiles
- Special year-end editions

**HIT Trends quarterly elements**

**HIT Trends executive summary**
- Quarterly summary of key trends supported by best market evidence over the last three months

**HIT Trends teleconferences**
- Quarterly summary forms the basis for discussion with the team on conference calls

**HIT analysis by stakeholder**
- A summary of HIT trends and dynamics is updated quarterly for physicians, payers, pharmacies, manufacturers, and consumers

**HIT market segmentation and company profiles**
- Market segmentation is updated quarterly as new companies are profiled
Each page contains a news item or research report with key elements organized for clarity and relevance.
Quarterly we look at deeper trends and update stakeholder strategies and company profiles for analysis and discussion.
We facilitate an HIT strategy that leverages company assets into best opportunities for an emerging HIT landscape.
Innovations are likely to fit within the longer term market trends and help integrate a fragmented environment.

**Innovation Trends**

**Physician practice technology adoption**
- Larger practices: utilization for meaningful use including e-prescribing and outcomes reporting
- Smaller practices: modular solutions, hospital-centric initiatives, web-based innovations
- Health information exchanges roles and models

**Patient engagement**
- Physician-patient communications: before, during and after the visit
- Personal health record platforms and functions
- Remote monitoring / mobile devices (iPhone)
- Social media

**Payer disease management 2.0**
- Involve healthcare providers and access to EHR patient data
- Analytic engines creating finer segmentation of patients for targeting and analysis for guidelines
- Rx adherence / gaps-in-care messaging
- Web-based wellness and care management coaching

**Pharmacy, lab and imaging**
- Pharmacies have retooled facilities and technologies to provide care management services
- Hospital labs and imaging services use EHR adoption to compete with national companies
We develop business models, partnerships and go-to-market channels that deliver industry value and scale.

Map of Patient Information Landscape
We have been consulting exclusively on Health Information Technology innovations since 1995

Consulting Service Customers

- 3M Health Care, Murray, UT
- Adam.com, San Francisco, CA
- Affinity Mobile, Los Angeles, CA
- Amicore, Andover, MA
- Axolotl, Mountain View, CA
- Bristol-Myers Squibb, Princeton, NJ
- Cadit, New York, NY
- CapMed, Newtown, PA
- CareTools, Waltham, MA
- Centice, Durham, NC
- Consensus Health, San Francisco, CA
- eHealthSolutions, New York, NY
- Epic Systems, Verona, WI
- Epocrates, San Mateo, CA
- Expert Practice, San Diego, CA
- Health Evolution Partners, SF
- HealthLand, Louisville, KY
- Healthmatics, Durham, NC
- HealthMedia, Ann Arbor, MI
- GlaxoSmithKline, Philadelphia, PA
- Ingenix, Salt Lake City, UT
- iTRUST, San Francisco, CA
- Johnson & Johnson, New Brunswick, NJ
- Landacorp, Atlanta, GA
- Medicalogic, Hillsboro, OR
- Mediware, Lenexa, KS
- Mirixa, Reston, VA
- NACDS, Alexandria, VA
- Novartis, East Hanover, NJ
- Oacis, Greenbrae, CA
- Oceania, Palo Alto, CA
- PenChart, Glastonbury, CT
- PerCurrence, San Francisco, CA
- Pfizer, New York, NY
- Pfizer Health Solutions, NY, NY
- Phyve, Redwood City, CA
- Prematics, Vienna, VA
- PricewaterhouseCoopers, NY, NY
- QuadraMed, San Raphael, CA
- Reynolds & Reynolds, Dayton, OH
- SAIC, San Diego, CA
- SG Cowen, Boston, MA
- Surescripts, Alexandria, VA
- Varolii, Seattle, WA
- VHA, Inc. Irving, TX