



Santa Rosa Consulting Enhances Its Patient Care Device Integration Practice with the Addition of Tim Gee

SOUTHFIELD, Mich. - October 9, 2009. Santa Rosa Consulting, LLC announced that Tim Gee has joined its Patient Care Device Integration (PCDI) and Point of Care Technology Practice, which provides consulting services and solutions to hospital clients. Mr. Gee has more than 25 years of experience working with providers and manufacturers on workflow automation through the integration of medical devices with information systems and enabling technologies.

Mr. Gee is a sought after speaker at major industry conferences. In addition, he participates in medical connectivity standards development efforts and on a number of startup advisory boards. His well-respected Medical Connectivity blog has long advocated for collaboration between device manufacturers, hospitals, and IT infrastructure vendors in order to achieve the patient care and patient safety benefits associated with the convergence of medical and information technology.

As part of the Santa Rosa team, Mr. Gee will provide consulting services related to point-of-care technology strategy development, clinical workflow optimization, technology vendor selection, risk management of converged medical device/enterprise networks, and support for Santa Rosa's PCDI implementation team.

Santa Rosa Associate Partner and National Practice Director for PCDI, Marilyn Hailperin, says, "We are pleased to have someone of Tim's caliber on our team. He has long been an advocate and recognized authority on medical device connectivity. Tim brings essential real-world knowledge and expertise to our clients to maximize their investment in point-of-care technology, achieve the benefits of patient care device integration with information systems, and attain "meaningful use" certification with respect to medical device interoperability."

About Santa Rosa Consulting

Santa Rosa Consulting LLC is a national provider of information technology and management consulting services to the healthcare industry. The company launched operations in 2008 and is led by healthcare industry veterans Richard Helppie and Tom Watford. Santa Rosa offers to the healthcare market a broad scope of management advisory services as well as technical consulting expertise across the full range of IT vendor products and systems. For more information please visit www.santarosaconsulting.com.

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