

# CIH *Champions in Healthcare LLC*

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Champions in Healthcare, LLC (CIH) is a leading consulting firm, providing healthcare technology and health information systems providers and product vendors with strategic services including both in-depth clinical and business perspectives. Led by recognized health information technology industry physician informaticists, experienced successful healthcare industry business leaders, widely recognized healthcare consultants, CIH provides market and strategy plans and evaluations, competitive analysis and communication planning, market validation, channel partner strategy, channel partner development, early adopter recruiting and ecosystem development. CIH also brokers partnerships and relationships for product enrichment and additional target market development.

CIH consultants have decades of experience in the healthcare industry, broad clinical and business expertise, and long tentacles which extend to all corners of the industry by virtue of years of productive business and personal relationships. In many cases, this places CIH consultants in the position of replacing repetitive series of cold calls with virtual immediate contact with target prospects and partners at the highest level of executive leadership.

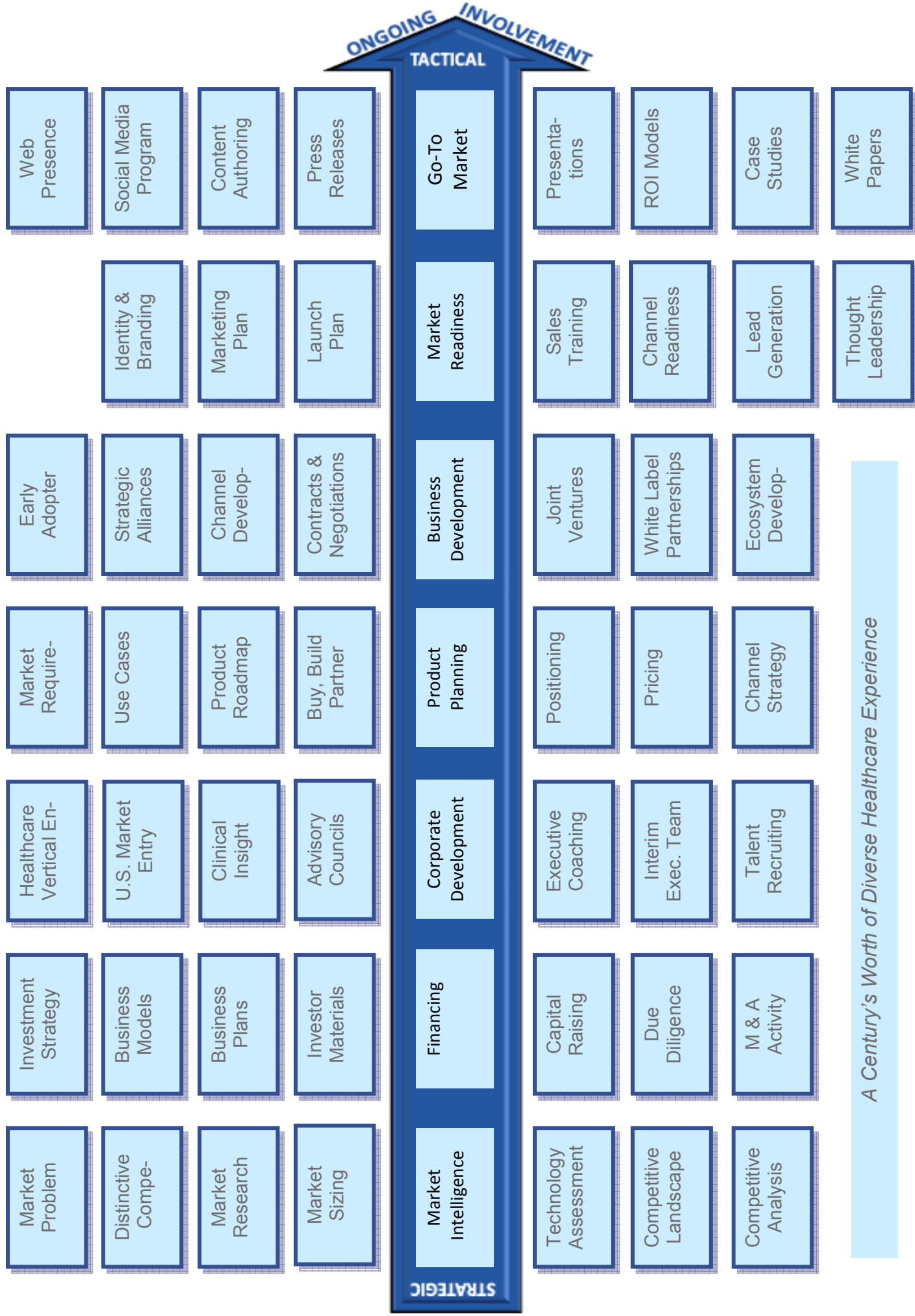
Our company is comprised of physician & business executives, who have also been in the trenches of clinical practice, have led successful clinical information systems implementations, and who have executive experience in all major segments of the healthcare industry technology companies. We have specific experience with PHR technology offerings. In addition to providing clinical information technology (IT) expertise, CIH maintains extensive, up to date expertise in dynamic legislative preparation and requirements for compliance (e.g. Health Information Technology for Economic and Clinical Health Act or HITECH and Meaningful Use) and certification criteria (e.g. Certification Commission for Health Information Technology or CCHIT).

Co-leadership is provided for business acumen in the areas of product marketing, corporate analysis, mergers, acquisitions, product assessment, pricing, market strategies, positioning and messaging – and a host of strategic planning services based upon decades of experience in the healthcare industry.

Product strategies, design and development	Channel and Partner Distribution Contracting
Strategic Audit and Evaluation	Due Diligence
Competitive Analysis	Organizational Development
Market Research and Sizing	Contract Development and Negotiation
Company and Product positioning and messaging	Sales Tool Development
Lead Generation Management	Sales Force Evaluation and Training
C-Suite Launch Team	Strategic Investment Identification
Mergers and Acquisitions	Fund Raising
Channel and Partner Distribution Strategies	Interim Executive Team

# CIH's SUCCESS FRAMEWORK

Our trusted advisor business & marketing model



*A Century's Worth of Diverse Healthcare Experience*