

## Stephanie Massengill

Partner

### Practice Director - Vendor Market Intelligence/Business Development

#### PROFESSIONAL QUALIFICATIONS

Healthcare market visionary, EMR, RHIO and HIE subject matter expert, healthcare business development professional, market intelligence specialist. Stephanie P. Massengill was a founder at HealthVision and responsible for the development and vision of the first HIE architecture.

A seasoned healthcare technology executive with decades of professional and senior management experience, Ms. Massengill's breadth of executive-level healthcare experience in strategy, marketing, and product development is matched by her keen insight and passion for improving healthcare. Ms. Massengill has more than 30 years of professional and senior management experience in healthcare information technology, including executive management, marketing, direct sales, business and strategy development, contract development and negotiation, project implementation, marketing and sales management, development management, and operational support management of 700 customers. She has actively participated in merger and acquisition activities for over 30 acquisition events.

Her experience spans market intelligence and RHIO consulting to healthcare technology companies, RHIOs in the formative stages and to larger companies interested in the healthcare market.

#### PROFESSIONAL EXPERIENCE

**Co-Founder, Chief Strategy Officer of HealthVision**, a hosting provider of software-as-a-service EMR, PHR, e-consultation and patient education solutions to hospital centric communities, and Regional Health Information Organizations (RHIOs)

- Selected by Chairman to lead this Eclipsys spin-out start-up.
- Direct reports included Chief Medical Officer, General Counsel, and Chief Technology Officer.

**Senior Vice President of Market Development at Eclipsys Corporation**, a major healthcare information technology company

- 9 acquisitions: evaluation, due diligence, transaction negotiation and transition integration.
- Eclipsys IPO team member, crafted prospectus and led market positioning.

**CEO, Imaging Concepts**, a privately-held medical records document management startup

- Commercialized product from founding hospital technology innovation.
- Built organization to 11 people, \$4m in revenue, 10 clients and achieved positive cash flow.
- Led company through acquisition process including multiple suitors, successfully sold in 1996.

**First-hand experience in healthcare information technology**

- Executive leadership, business and strategy development, marketing, product management, product development, operations and quality assurance, client services, direct and channel sales, contract development and negotiation, implementation, marketing and sales management

**36 years experience in healthcare**

- Extensive and active professional network in U.S. and Canada
- Healthcare Innovation Partners, NIH Research, HealthVision, Eclipsys, Imaging Concepts, Systems Architecture, McDonnell Douglas Health Systems Division
- 16 years large healthcare information technology vendors
- 8 years ambulatory care and electronic medical records
- 6 years CEO experience at 2 startups
- 6 years as founder of HealthVision

**More than 100 company evaluations resulting in over 30 merger and acquisition transactions as both buyer and seller**

- The transaction is the first step; if appropriate, integration and execution achieves success