

BRADLEY W BRANHAM

2305 November Lane • Reston, Virginia 20191 • (703) 863-9666 • brad.branham@gmail.com

SENIOR-LEVEL CONSULTANT / DIRECTOR HEALTHCARE BUSINESS & IT STRATEGY, DEVELOPMENT, & IMPLEMENTATION

PROFILE & VALUE

Effective and accountable in high-profile consulting roles – Overcome complex business challenges and make critical decisions using experience-backed judgment, strong work ethic, and irreproachable integrity. Respected as a proponent of empowerment and accountability.

Healthcare Strategy & Development Specialist – Characterized as a dynamic, high performing, and innovative strategist. Consistent record of delivering results in growth, revenue, operational performance, and profitability. Heavy business process management background including clinical and healthcare finance.

Consistently deliver mission-critical results - Driven by a need to design innovative solutions for the healthcare provider industry and get it done. Gifted with the vision, determination, analytical skills, and experience needed for high-level revenue building strategies and tactics.

Respect and leverage human capital – Motivate, mentor, and lead talented professionals. Live the culture and lead by example. Direct cross-functional teams using interactive and motivational leadership that spurs team members to provide exceptional effort and loyalty.

QUALIFICATIONS & EXPERTISE

Strategy, Execution, & Leadership

P/L & Performance Improvement

Risk & Quality Management

Product Development & Deployment

Valuation & Performance Measurement

Program and Project Management

Electronic Health Records (EHR)

Revenue Cycle Management

Health Information Exchange (HIE)

Enterprise Content Management (ECM)

Population Health Management

PROFESSIONAL EXPERIENCE

EVO Partners, Inc. (formerly applyHIT LLC) - Reston, Virginia

2013 - Present

Healthcare Management Consulting Firm, Privately Held

CO-FOUNDER AND EXECUTIVE DIRECTOR

Creator of the Effectiveness, Value, & Optimization (EVO) Project, a non-profit membership-based organization dedicated to helping healthcare organizations realize meaningful benefits from their technology investments. Provides effective business case development, system selection advisory services, deployment support, and value realization through a performance measurement framework. The goal of the EVO Project is to drive improvements in both clinical outcomes and financial measurements for health IT investments by instituting a governance model throughout the complete investment life cycle.

Representative Engagements:

Orlando Health – Develop the business case, to include functional and technical requirements, in support of an enterprise Revenue Cycle Management (RCM) solution acquisition to deploy to six acute care facilities.

Veterans Choice Program (VCP) – Conduct performance measurement and business process analysis for the VHA's Choice Program, to include all aspects of the patient workflow from Enrollment & Eligibility through financial reconciliation with Third Party Administrators (TPAs) with an emphasis on health outcomes and continuity of care measures. Led an effort to conduct comparative effectiveness analysis with industry best practice benchmarks.

James A Lovell Federal Health Care Center (JALFHCC) – Responsible for measuring the effectiveness of integrated IM/IT systems to support the VA and DoD joint facility in North Chicago to present the value of a \$100M investment to the board, which included joint patient registration, financial reconciliation, and clinical orders portability to support labs, radiology, and consults across multiple clinical service lines. Final report published in July 2015.

Washington Consulting, Inc. - Vienna, Virginia

2009 – 2013

Management Consulting Firm – Wholly Owned Subsidiary of Alion Science & Technology, Privately Held

DIRECTOR

Program Manager for the Veterans Health Administration (VHA) Product Effectiveness (PE) program under the Office of Quality, Safety, and Value (QSV). Key member of the Washington Consulting Health Solutions team responsible for building a healthcare practice and leading business development efforts in the Commercial Provider market.

Established and managed key partners, such as Siemens and EMC. Developed healthcare qualifications to include EHR strategy services and business solutions, such as Revenue Cycle Management and Meaningful Use.

Representative Engagements:

Integrated Electronic Health Record (iEHR) – Responsible for integration management, functional review, and user effectiveness for the iEHR program, which is the VA and DoD interagency effort to transform their EHR systems.

Pharmacy Re-Engineering – Led an effort to assess business operational readiness of an application enhancement to provide more functionality around medication order checks and alerts for deployment to 153 medical centers.

Clinical Information Systems and Analytics – Led an effort to evaluate, provide acquisition support, measure implementation effectiveness and risks, and assess product functional usability for numerous products in the VHA.

CGI Group Inc. (formerly American Management Systems) - Fairfax, Virginia

2000 - 2009

End-to-end IT and business process services company, Publicly Held

EXECUTIVE CONSULTANT & DIRECTOR

Led North American consulting delivery organization to provide software solutions to Healthcare Integrated Delivery Networks (IDNs) that accelerate the business value realized from their technology investment. Scope of services included strategy, planning and implementation of Enterprise Content Management technologies, Electronic Health Records, Financial Management, and Health Information Exchange (HIE). Federal Health program management experience with CMS MAPD and MARX transformation initiatives.

Management & Leadership Successes

- Participant in initial design teams for Nationwide Health Information Network (NHIN) and CareSpark Regional Health Information Organization (RHIO).
- Managed annual revenue generation of \$8M+ with average engagement margin over 40%.

HEALTHCARE INDUSTRY VOLUNTEER PROJECTS

Industry Advisory Council – VistA EHR Modernization Report for VA CIO (published April, 2010) Oct 2009 – April 2010

HIMSS Proposal Reviewer - Presentation Coach/Mentor, and Moderator

- “Creating the Ideal Online User Experience” – Children’s Medical Center of Dallas February, 2011
- “Negotiation Tips for Healthcare Cloud Computing Agreements” February, 2012

EDUCATION

BS – Computer Science, University of Virginia, Charlottesville, VA

1996 - 2000

SECURITY CLEARANCE

Department of Veterans Affairs – Veterans Health Administration, Moderate Risk – Public Trust

2010 - Present

PROFESSIONAL AFFILIATIONS

Active Member, Health Information Management Systems Society (HIMSS)

Active Member, Healthcare Finance Management Association (HFMA)

Active Member, Virginia and Maryland Rural Health Associations

Leadership Alliance Member (2015 – 2016), Institute for Healthcare Improvement (IHI)

Board Member (2012 – 2013), EMC Partner Advisory Board – Lead Healthcare Solutions Advisor