
Business Profile

Mike Wisz & Associates provides creative, results-oriented consulting to healthcare providers and technology vendors, with emphases in medication management, point of care safety, and auto-identification technology.

Mike delivers a range of services, including vendor selection, systems assessment and planning, implementation planning, market analysis, and technology review. Mike leverages his executive-level perspective and extensive hands-on knowledge of relevant technology to help spur the sensible adoption and utilization of systems to keep patients safer.

Mike is the lead author of the Neuenschwander Report ***To the Bedside 2: An Expanded Review of Bar Code Point of Care Solutions***. This report profiles over 30 vendors offering software solutions, including in-depth comparisons of functionality and vendor capability. In addition, the report takes a deep and broad look at system selection, implementation, and optimization.

In addition, Mike is an accomplished speaker and has played a pivotal role at industry conferences such as the unSUMMIT on Bedside Barcode Technology and Practice. Mike has presented on vendor evaluation, bar coding technology, and medication safety.

Career Summary

For the past 17 years, Mike has created results for leading healthcare information technology vendors, with significant experience in medication-use automation, point of care safety, and mobile clinical information systems. He served in executive roles for pioneers of bar code point of care technology – including Bridge Medical and Cerner Corporation – leading product management, field operations, business development and customer support efforts. Mike worked with other pioneers: Pyxis during its early days of establishing the point-of-use dispensing market, and Nellcor Puritan Bennett and its CliniVision mobile clinical information system that was an early leader in wireless applications in healthcare.

Key Strengths

- Diverse leadership experience in multiple functions, including product management, business development, marketing, implementation, and customer support
- Hands-on working knowledge of acute care and alternate care markets, and a variety of clinical disciplines
- In-depth product expertise, including clinical information systems, medical devices, and pharmacy automation
- Consistent record of innovation and idea generation
- Ability to quickly build new functions and develop and form teams
- Ability to effectively manage multi-disciplinary teams, including clinical and technical professionals
- In-depth working knowledge of leading-edge software development practice and execution
- Understanding of the criticality of business process redesign in the successful absorption of information systems into clinical practice
- Successful track record of new product conceptualization, planning, and rollout
- Strong analytical skills

- Strong customer service orientation
- Proven track record in chaotic, dynamic, and ambiguous environments
- Proven success in working well with a wide variety of sometimes-challenging personalities

Professional History

Bridge Medical

August, 1998 – November, 2005

Vice President, Product Management and other roles

Solana Beach, CA

Mike served in executive roles for Bridge as it evolved from a venture-backed startup through its acquisition by AmerisourceBergen in 2002 and its divestiture to Cerner in 2005. Starting as Director of Field Operations in 1998, Mike was quickly promoted to Vice President. Mike also served in executive roles in business partnership management and customer support. Beginning in 2002, Mike was responsible for all aspects of product management. Bridge Medical established a reputation for leadership in bar code point of care product and service excellence.

- Started the field operations function and built a 20-person team that developed superior implementation methodology and delivered world-class customer care.
- The team achieved very high levels of customer satisfaction during the formative product development phase of the company, enabling the company to gain traction.
- Set direction for *KnowledgePoint*, a comprehensive intellectual capital repository that provides templates and toolkits for a seamless, predictable implementation.
- Developed and managed alliances with business partners, including Pyxis, Hospira, Symbol, Zebra, Superior Consulting, Cap Gemini Ernst & Young, First DataBank and Micromedex.
- Responsible for product roadmap planning, forecasting, definition, requirements development, and the release of product from the R&D organization into the field service organization.
- Developed commercial release checklist, which outlined all the steps required to comprehensively release a product from development to commercialization.
- Guided the evolution of the *MedPoint MedAdmin*, *Transfusion* and *Specimen Collection* applications, to enable deployment on handheld platforms, in a broader spectrum of care settings, and with new points of integration.
- Provided business and product direction for a major next-generation product that will deliver improved IV medication safety by providing interoperability between *MedPoint* and infusion devices.
- Directed and conducted business planning and analysis to explore new markets, such as alternate care, and new product opportunities.
- Helped the company's management determine that a significant product line offering would need to be shelved in order to focus resources.
- Served as company's advocate in industry patient safety workgroups and spokesperson at industry events and to key customer audiences.
- Served as key adviser to Cerner management during the acquisition and integration process.

Nellcor Puritan Bennett

March 1996 – July, 1998

Senior Product Manager

Carlsbad, CA

Within the Clinical Information Systems division, was responsible for managing software development programs, developing product revenue and profitability plans, writing business plans, directing the product of marketing communications tools, and formulating pricing.

- Directed the development and release of *CliniVision_{TM} 3.2*, a major upgrade to the division's flagship product, deployed on handhelds at the point of care.
- Was primary author of the business plan for *NPBNet*, which is a comprehensive systems strategy to integrate medical devices into an information systems architecture.
- Developed and executed over 50 high-level sales presentations to C-suite and department manager audiences.

- Developed a vision/scope statement and requirements for a point of care decision support application.
- Developed requirements for a blood gas data management application.

Pyxis Corporation

Marketing Team Leader

October, 1991 – February 1996

San Diego, CA

Earned a series of promotions and high-profile assignments while establishing a record of success in creating innovative solutions and in leading difficult projects.

- Reporting to the VP of Marketing, started new team to define, develop, and implement new product education for the entire company. Developed plan that completely redesigned the way the company managed new product education.
- Led the effort to start a new customer support department and earned promotion as the initial manager of Pyxis' help desk center. Managed 20-person department, with full responsibility for personnel decisions and operational performance.
- As product manager for the physician clinic market, developed plan to integrate Pyxis information systems with a key client's systems. This integration resulted in electronic ordering, electronic patient record, automated inventory control and clinical data warehousing capabilities.
- Developed and executed plan to re-engineer the company's installation methodology. This reduced the amount of labor to install a system by 20%.
- Managed a project to rescue the flagship *MedStation* product by leading an interdepartmental task force to rapidly introduce versions with fixes.
- Developed software product requirements for applications for the long term care and physician clinic markets.
- Gained wide recognition for excellent work as lead applications specialist in the first installation of *MedStation-Rx*, a major second-generation platform.

Red Line HealthCare Corporation

Territory Manager

April, 1989 – October 1991

Los Angeles, CA

- Developed new business for prominent supplier of products, services, and software to the long term care market. Built thriving territory in metro Los Angeles after the previous two representatives had been terminated due to inability to generate business.
- Increased territory revenue from \$267,000 in 1989 to \$606,000 in 1990.
- Used innovative solution-oriented ideas to rank #3 among 120 reps nationwide in terms of revenue growth.

Black & Decker

Retail Sales Representative

June 1987 – December 1988

Des Moines, IA

- Used creative sell-in and sell-through ideas to increase territory volume 260%.
- Achieved first nationwide success story in a major new sales program.

Education

MBA	San Diego State University May 1987	Concentration in Marketing GPA: 3.5
BA	University of California, San Diego June 1985	Major in Economics GPA: 3.2

Presentations

- “*Bar Coding for Patient Safety.*” Health Data Management web seminar, September, 2006.
- “*Barcodes: Stripty Little Buggers.*” unSUMMIT Bedside Barcode Technology and Practice, April, 2006.
- “*Different Strokes: Vendor Variables.*” unSUMMIT Bedside Barcode Technology and Practice, April, 2006.
- Moderated panel discussion on “*System Deployment Options.*” unSUMMIT Bedside Barcode Technology and Practice, April, 2006.
- “*RFP Development and Reference Rigor.*” unSUMMIT Bedside Barcode Technology and Practice, April, 2006.
- “*A Closer Look at Bar Coding.*” VHA New Hampshire Pharmacy Council Retreat, February, 2006.
- Served as Co-Chair and Advisory Board member for the Fourth Annual Summit on Patient Safety and Information Technology, TCBI, December, 2005. Presented in-depth workshop: “*Bar Coding Implementation at Hospitals and Integrated Delivery Networks.*” Panelist for “*Autoidentification Technologies.*”
- “*Bar Coding Technology Trends.*” VHA Upper Midwest Pharmacy Directors Meeting, November, 2005.
- “*Supply Chain and Patient Safety Convergence.*” HIMSS Supply Chain Management Special Interest Group, February, 2005.
- “*The Evolution of Bar Coding and Patient Safety.*” Third Annual Summit on Patient Safety and Information Technology, TCBI, November, 2004.
- “*Positive Patient Identification Panel.*” HIMSS Southern California Chapter Meeting, October, 2004.
- “*Medication Safety and Supply Chain Panel.*” HDMA Distribution Management Conference, June, 2003.

Affiliations and Publications

- Author of “*The Gathering Storm: New Financial Drivers for Patient Safety Initiatives and Mandates for Action.*” White paper for Care Fusion.
- Reviewer and contributor to HDMA Guidelines for Bar Coding in the Pharmaceutical Supply Chain. Healthcare Distribution Management Association, December, 2005.
- Reviewer of Bar Coding Basics: Implementation Strategies to Improve Patient Safety. Mike Gallo, published by HCPro / Opus, 2005.
- Contributing author to Implementation Guide to the Use of Bar Code Technology in Healthcare. Edited by Russell Lewis, HIMSS Press, 2003.
- Provided guidance to the FDA during the construction of the Bar coding initiative as a member of:
 - HIMSS Auto-ID Task Force
 - NAHIT Bar Coding Committee
 - HDMA Industry Coalition on Patient Safety
 - HIBCC Patient Safety Systems Task Force

Internships

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| • Software Products Intl. | Marketing Assistant | 1986-1987 |
| • Mace Corporation | Marketing Analyst | 1986 |
| • McGraw-Hill | Assistant to Product Manager | 1985 |
| • H.D. McNee Real Estate | Real Estate Research | 1985 |