

WALTER W. WIENERS, M.A.

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INTERNATIONAL HEALTHCARE EXECUTIVE

SUMMARY OF QUALIFICATIONS:

Top-performing executive and well-known expert with 20 years healthcare and IT experience leading organizations, including Oracle Corporation and The John Hopkins University, with international healthcare applications. Spearheaded innovative business development strategies for clients within a multi-national platform of providers, systems partners and governmental representatives. Strategic analyst of global health systems to international healthcare markets in 22 countries. Published author and sought-after thought-leader presenting cutting-edge transformations within the healthcare marketplace. Impeccable ethics and integrity.

PROFESSIONAL EXPERIENCE:

Managing Principal **Walter W. Wieners Associates**
07/2005 to Present **Sausalito, CA USA**

Global Consulting: Managing consulting practice focused on global marketing and business strategies for technology firms and health organizations with current engagements based upon Asian software won with two leading firms.

US Consulting: Providing pharmaceutical firms with market analyses in Europe and Canada through Life Science Strategy Group, LLC and Navigant Consulting. Providing USA market analyses for technology forms through The CCI Group, Inc. Appointments at The John Hopkins University: National Advisory Council 2004 to 2007, Adjunct Faculty 2004 to 2005.

Key Publications: Contributed "Global Lessons," a chapter on electronic health records in England, Australia and Canada for "Aspects of the Computer-based Patient Record Second Edition," Springer, 2006. Conceived and wrote "Global Health Care Markets: A Comprehensive Guide to the Regions, Trends, and Opportunities Shaping the International Health Arena," published by John Wiley & Sons.

Director **Healthcare Consulting and Life Science**
06/2002 to 06/2005 **Europe, Middle East, and Africa, Oracle Nederlands BV, De Meern, NL**

Product champion for Open Zorg, a Dutch health claims system for insurance companies and governments. Created new sales pipe line of 20 opportunities in 12 countries by selecting specific new country markets, driving the product into country operations, educating licensing sales and consulting staff, facilitating client presentations, and managing professional communities. Secured \$5 million Euro contract by entering the emerging CEE market through Bulgaria.

Contributed to building a new successful healthcare vertical utilizing a new Oracle business model with a go-to-market strategy centered on Oracle's database platform for national electronic health record programs. Provided domain expertise in a regional cross country overlay consulting team supporting payer, provider, and life science market development through funding, training, project management, and support for business development opportunities, internally and through channel partners.

Director
09/1998 to 06/2002

Walter W. Wieners Associates
Sausalito, CA

Managed a successful consulting practice that provided strategic marketing and business plans for technology firms and healthcare organizations. Prepared comprehensive requirements analysis for Kaiser Permanente Online at HQ. Conducted an international market assessment in ten countries for eHealthInsurance.com. Accelerated emerging market expansion into 19 countries for The World Bank. Under a 1-year contract, forty-three experts were managed to create a comprehensive analysis of the healthcare systems in 22 countries. Developed an Internet business strategy for Connectmed.com, Sao Paulo, a USA venture capital funded firm. Provided European market insight for expanding companies including iMetrikus. Architected a business plan for PlanetaMedico.com, Buenos Aires.

Associate
1996 to 1998

First Consulting Group, Inc.
Oakland, CA

Co-established the Executive Advisory Services Practice to provide healthcare IT market insight and product and technology expertise to investors and vendors. Managed business development initiatives and executive level client relationships for national accounts.

Managed evaluation of Bridge Medicals' bedside medical device and developed marketing plan. Directed a successful four-month extensive analysis of Amisys Synertech, Inc. medical claims outsourcing services, software, and business strategy. Managed a Blue Cross and Blue Shield Association engagement to create functional specifications to support future medical claims processing. Developed a product plan to accelerate entry of Siemens Medical into the healthcare IT industry.

Director
1994 to 1996

Superior Consultant Company, Inc.
Walnut Creek, CA

Developed an Investment Service Practice that provided market and business evaluation services to venture capitalists, merchant bankers, and vendors. Spearheaded market and business evaluations of emerging healthcare technology firms that enabled Morgan Stanley to execute \$100 million in investments. Authored a market leading insurer's business plan in the Republic of South Africa and delivered an extensive healthcare information system evaluation report for the Republic of Namibia.

Directed an extended engagement for Glaxo Wellcome in support of a new electronic health record software product. Managed provision of technical assistance and recommended joint venture partnerships. Educated 45 CIO's in the New York City area on acquisitions of claims and provider contract management systems.

Director
1987 to 1994

Walter W. Wieners Associates, Inc.
Sausalito, CA

Directed consulting practice focused heavily on developing business plans and providing interim management services to corporations. One executive role:

Chief Operating Officer, The PRM Group, Inc., Sausalito, CA, a third-party administrator of medical risk claims for the University of California and county governments. Executive role embraced P&L management of ten offices and corporate office, HR, IT, finance, pension investments, sales and client relationships. Deployed a high medical cost risk intervention program with the Oxfordshire Health Authority. Served as Contributing Editor for 7 years.

**Vice President
Sales and
Marketing
1986 to 1987**

**MediQual Systems, Inc.
Boston, MA**

Subsequent to an investment by TA Associates, established a national sales organization and secured \$25 million in provider software licensing revenue. Achievements included creating the marketing organization, repositioning the company, and winning five-year contracts with 100 hospitals and payers in the emerging quality measurement niche market.

Director, Healthcare Division, 3M Health Information Systems, New Haven, CT – 1984 to 1986

Director, Healthcare Management, Pacific Mutual Life Insurance Co., Newport Beach, CA 1983 to 1984

EDUCATION:

M.A., Health Policy, The University of Chicago, Fellowship Award

B.S., Industrial Engineering, The John Hopkins University

PROFESSIONAL ORGANIZATIONS:

Fellow, Health Information Management Systems Society

Co-Chair, HIMSS Global Enterprise (EHR) Task Force

Member, HIMSS Northern California Chapter

Member, Global Health Council

SELECTED PUBLICATIONS:

Arnold, Steve, Wieners, Walter, et. al., "Global EHR Program Comparisons: HIMSS Global Enterprise Task Force White Paper," Health Information Management Systems Society, Chicago, IL, Expected, February, 2008.

Wieners, Walter, "Going Global: Delivering Healthcare Services in a Flat World," Commentary, *Frontiers of Health Science Management*, December, 2007.

Wieners, Walter W. "The Global Perspective." In: Marion J. Ball, Ed.D. Harold P. Lehmann, MD, PhD., et.al., Editors. Aspects of Electronic Health Record Systems - Second Edition. *Springer, Inc.*, New York, NY, April, 2006.

Ball, Marion J., Ed.D., Wieners W., Walter "Experts Corner: Spanning the Globe," *Healthcare Informatics*, Minneapolis, MN., April, 2006.

Ball, Marion J., Ed.D., Wieners W., Walter "Nurses: Critical Members of the IT Team," *Healthcare Informatics*, Minneapolis, MN., February, 2006.

Wieners, Walter, "Electronic Health Record Implementations: Lessons from Abroad," *iHealthBeat, California HealthCare Foundation*, Oakland, CA, December 9, 2004.

Boland, Peter, Ph.D., Karen L. White, Walter W. Wieners and John W. Peabody, "A Boost to Service and Quality: California addresses the ills of healthcare with selective technology investments," *Healthcare Informatics*, Minneapolis, MN. October 2003.

Wieners, Walter, "Information Technology Innovations: Learning from Abroad," *iHealthBeat, California HealthCare Foundation*, Oakland, CA, December 2, 2002.

Wieners, Walter W., "Global Health Care Markets: A Comprehensive Guide to the Regions, Trends, and Opportunities Shaping the International Health Arena," *Jossey-Bass/John Wiley & Sons*, December, 2000.

Wieners, Walter, "Strategic Investments Abroad, IT implementations in Latin America and elsewhere offer constructive lessons," *Healthcare Informatics*, Minneapolis, MN., February, 1999.

Wieners, Walter, Editorial Board, "Global Health Care Systems - The Direction and Alignment of Global Health Care Systems," *AstraZeneca International, Inc.*, New York, NY, 1999.

Wieners, Walter, Editorial Board, "Global Healthcare Report," *Fujisawa Pharmaceutical*, Japan, 1999.

ABSTRACT:

Ball, Marion J., Ed.D, Dave Garets, Walter W. Wieners, et.al. "International Survey of the Electronic Health Record: Different Approaches, Universal Lessons." *Proceedings of the American Medical Informatics Association*, 2003.

SELECTED PRESENTATIONS:

"An Overview of Global EHR Implementation Efforts, Goals and Gaps," Arnold, Steve, Wieners, Walter, *HIMSS AsiaPac*, Hong Kong, May 20, 2008, Accepted.

"White Paper: Global EHR Program Comparisons," Arnold, Steve, Wieners, Walter, et. al., Roundtable, *HIMSS Annual Conference*, Orlando, FL, February 25, 2008, Accepted.

"White Paper Findings: HIMSS Global Enterprise Task Force," Wieners, Walter, *The Johns Hopkins University*, School of Medicine, Division of Health Science Informatics, Baltimore, November 16, 2007.

"Electronic Health Records: Global Lessons," Ball, Marion, Li, Yu-Chuan, Wieners, Walter, *American Medical Informatics Association Annual Symposium*, Chicago, IL, November 13, 2007.

"Health Information Technology: Challenges on Five Continents," Ball, Marion, Wieners, Walter, Haux, Bommel, Jan van, Reinhold, Giokas, Dennis, Marin, Heimar, F., Tresling, John, Gerdin, Ulla, *MEDINFO 2007*, Brisbane, Australia, August 22, 2007.

"National EHR Programs Trigger Transformational Change: Develop Your Approach to Overcoming Program Road Blocks," Wieners, Walter, Hyatt, Susan, Mottram, Phil, Workshop, *MEDINFO 2007*, Brisbane, Australia, August 20, 2007.

"Global EHR Program Comparisons," Arnold, Steve, Wieners, Walter, et. al., Roundtable, *HIMSS Annual Conference*, New Orleans, February 28, 2007.

"Lessons Learned Implementing EHRs Abroad: Australia's HealthConnect," Wieners, Walter, Hyatt, Susan, *The Johns Hopkins University*, School of Medicine, Division of Health Science Informatics, Baltimore, June 16, 2006.

"Lessons from Abroad: National EHR Programs," *The Johns Hopkins University*, School of Medicine, Division of Health Science Informatics, Baltimore, April 8, 2005.