



# PRESS KIT

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2011

The following press kit is for Encore Health Resources, LLC, a Houston-based health care technology consulting firm founded in January 2009 by healthcare veterans, Ivo Nelson and Dana Sellers. In this kit you will find a company fact sheet, our company values and executive bios for Dana Sellers and Ivo Nelson.

All requests for interviews with Ivo and Dana are welcome and will be responded to quickly. Please direct all requests to Encore's press contact:

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## COMPANY FACT SHEET

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**General Information: [moreinfo@encorehealthresources.com](mailto:moreinfo@encorehealthresources.com)**

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Houston-based Encore Health Resources (Encore) provides world-class industry experts to the healthcare industry. Our experienced healthcare team has specialized knowledge of the industry's major clinical and business applications. We are prepared to assist provider organizations plan, implement and adopt the technologies required to successfully participate in the health information technology funding act proposed as part of the new economic stimulus plan.

Encore, established by Ivo Nelson and Dana Sellers, has a leadership team with extensive experience supporting the IT needs of large healthcare systems. This experience gives Encore a unique understanding of the skills and services necessary to support today's healthcare technology systems in large academic medical centers, integrated delivery networks and specialty hospitals.

Encore's primary focus is on our clients. We will serve as a trusted advisor to our clients by delivering the highest quality services and always maintaining 100% client referenceability.

### HEADQUARTERS

While Encore maintains a corporate headquarters in Houston, Texas, our consultants reside within the geographies they service.

### LEADERSHIP

Our leadership team consists of experienced, trusted members of the healthcare IT community:

- Chairman of the Board, Ivo Nelson
- Chief Executive Officer, Dana Sellers
- Chief Financial Officer, Jim Austin
- Executive Vice President Client Services, Tom Niehaus
- Vice President, People, Christine Russell

### VISION

To build a global healthcare consulting firm that serves as a trusted partner for its clients and is known for its commitment to high quality.

### CAPABILITIES

Today, the healthcare industry is under significant pressure to manage costs and quality in a rapidly evolving market. While health information technology is fundamental for provider organizations to

successfully respond to these changes, many of these technologies are also required by hospitals and physicians to participate in the HIT incentive plan included in the proposed stimulus bill.

Encore Health Resources has the full spectrum of industry and application knowledge with specialized technical, healthcare operations and change management skills and capabilities required to assist hospital and physician practice organizations successfully implement health information technology.

#### Health Information Technology Advisory Capabilities:

- HIT Act readiness assessment to determine provider organizations' ability to meet the federal timeline and requirements to qualify for HIT incentive funding
  - Basic EHR capabilities and functionalities (currently in place or planned)
  - Ability to electronically report quality measures (base data) from the EHR
  - Ability to participate in electronic exchanges
  - Gap analysis and mitigation plan
- EHR strategy planning (across the integrated delivery network including hospitals, ambulatory centers and physician organizations)
- EHR health checks for projects currently underway
  - Timeline and milestone assessment against plan
  - Risk assessment and mitigation plan

#### Health Information Technology Application Capabilities:

- Implementation support including:
  - Application-specific knowledge (with focus on certified EHRs)
  - Testing, training and go-live support
- Project management support including:
  - Application-specific project management
  - Overall project management office support
- Application upgrade support
- Post-implementation optimization support

## ENCORE'S VALUES

- **Our People**
  - **We hire great people.** We look for world-class skills, but we also want world-class team players—people who want to build a great company. We won't tolerate people who are just in it for the money, people who are arrogant, or people who just want to whine. We hire people who care and who want to make a difference.
- **Our Clients**
  - **We understand that our clients are the reason we exist.** We'll always strive to do what's right for our clients. We'll be flexible in order to meet our clients' needs. We will be easy to do business with. We'll keep things simple.
  - **We are 100% referenceable.** We won't be perfect, but we'll do everything we can to ensure that, at the end of the day, our clients are happy with the work that we've done.
- **Our Team**
  - **We believe in the power of teamwork.** We are disciplined in the use of team concepts and tools. We approach problem-solving through the use of teams, and we do real work through teams. In a team environment, there's no place for, "That's not my job." Each person is accountable for their own job, but we take mutual accountability to ensure that the overall team is successful. We ask for help when we need it and we're willing to accept help or criticism when it's offered.
  - **We communicate, communicate, communicate.** No surprises. We'll listen and engage actively in discussions. We'll work issues openly – no back office chitchat. We'll have an open door policy. We'll tell the truth even if it hurts, but we'll do so with respect. When appropriate, we'll talk instead of using email or we'll get face to face.
  - **We remember that the little things count.** We'll go out of our way to say thanks, or to do that little something extra for someone. Sometimes it's the little things that people remember.
- **Our Business**
  - **We run a solid business.** We spend money as if it is our own. We operate efficiently in order to keep overhead down and prices reasonable. We hit our forecast.
  - **We continue to innovate.** We recognize that innovation is essential. While we want to take advantage of things we've learned in the past, we value new ideas and new people. We respect ideas that are different from the way we've always done it.

## VALUES (Continued)

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- **Our Culture**

- **We keep things in balance.** We work hard and play hard. We manage our work with respect for important personal commitments. We appreciate the sacrifices that our families make for us.
- **We believe that attitude is important.** We're excited and we let people know it. We all sell and we all help find great talent. We respect our clients and our teammates. We understand that everyone brings different knowledge and skills to the table. We're nice—not just to people who have a big title - to everyone. We're willing to go the extra mile—there's no 4-day work week at Encore. We are always asking, "What else can I be doing?"



**IVO D. NELSON**

**Founder and Chairman**

**Encore Health Resources**

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**1-877-787-1010**

Ivo Nelson, a twenty-eight year veteran in the healthcare industry, is the founder and Chairman of Encore Health Resources, and the Chief Executive Officer of startup investment advisory firm, Encore Connect.

Ivo's many accomplishments include building some of the largest outsourcing and consulting firms in the healthcare IT industry, as well as developing global business in Asia Pacific, Europe, and the Middle East. This broad global experience gives Ivo a deep understanding of each unique market and an appreciation for the common threads of healthcare solutions and skills across the world.

Prior to founding Encore and Encore Connect, Ivo was the leader of IBM's Global Healthcare Provider business where he provided sales leadership, created healthcare strategies, and conducted Healthcare Summits in India, Singapore, Australia, China, Brazil, Dubai, Italy, Spain, Czech Republic, Poland, Russia, Sweden, Netherlands, and the UK. Before joining IBM, he cofounded Houston-based Insource Management Group, later renamed Healthlink, the largest privately-held, provider-focused healthcare information systems consulting firm. While leading Healthlink, Ivo engineered six acquisitions and mergers making Healthlink one of the fastest growing companies in Houston and the healthcare industry. Prior to Healthlink, he served with corporations such as EDS and Perot Systems. While at Perot Systems, he developed the Healthcare Division and grew it to be one of the largest outsourcing firms in the healthcare industry.

Ivo has been recognized for his many and varied accomplishments both within the HIT industry and by larger, national organizations. In 2005, he was the recipient of the prestigious Ernst & Young Entrepreneur of the Year Award for the Houston and Gulf Coast Region in the IT category. In 2009, he was the recipient of the CHIME Foundation Lifetime Achievement Award, given by healthcare CIO's to one individual per year who most contributed to healthcare IT over a twenty-year period. Most recently, Ivo was recognized in 2011 as one of "HIMSS 50 in 50: Memorable Contributors in HIMSS

## IVO D. NELSON (Continued)

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50-Year History” for lasting and influential contributions to the theory, adoption, and use of healthcare information systems.

Ivo continues to devote service time to the healthcare IT industry and to mentor tomorrow’s leaders through his involvement in many of the industry’s leading organizations, associations, and his alma mater. He currently serves on the MedSynergies advisory board, is a Director on the Board for Health Care DataWorks, and is on the Advisory Board of Cetrea, a healthcare technology firm based in Denmark. He is a former Vice Chair of the Health Information and Management Systems Society (HIMSS), the largest association in the healthcare information systems industry, representing more than 20,000 professionals from provider, payer, and life sciences organizations. He is also former Chairman of the Texas Institute for Health Policy Research, one of the few policy research institutes dedicated to healthcare. Ivo is also an active member of the Baylor Angel Network, and serves as a regular guest lecturer for Baylor College of Business teaching case studies.



**DANA D. SELLERS**

**Co-Founder, President and  
Chief Executive Officer  
Encore Health Resources**

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Dana Sellers is the President and Chief Executive Officer of Encore Health Resources, one of the fastest-growing consulting firms in the Healthcare IT industry, and one of *Modern Healthcare's* "Best Places to Work in Healthcare."

Dana has more than 25 years' experience in healthcare, technology, and consulting. She works with healthcare providers across the U.S., helping them bring about positive change through improved processes, enabling technology, and the insights that come from business intelligence and health analytics. Dana has assisted both small and large provider organizations with strategic planning, has managed large clinical transformation projects, and has served as CIO for an academic teaching hospital and for a large integrated delivery network.

Dana has broad experience in healthcare and information technology. Before founding Encore in January 2009, Dana was President and Chief Operating Officer of Healthlink, which at the time was the largest privately-held, provider-focused healthcare information system consulting firm. When IBM acquired Healthlink, Dana served a Partner in IBM's Global Business Services organization and leader for the U.S. Healthcare Provider team. Dana's career has also included leadership roles in DuPont Healthcare Products and Trinity Computing Systems.

Dana is involved in healthcare and healthcare technology at a national, state and local level. Dana has served on the Board of the College of Healthcare Information Management Executives (CHIME), the CHIME Foundation, and the CHIME Education Foundation. She is committed to improving the health of her local community, as well, and is a past Chair of the Board of Healthcare for the Homeless in Houston, where she lives.