

## Ann Farrell

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Creative, energetic, results-oriented executive HIT clinical consultant and strategist. Nationally recognized Electronic Health Records expert and “thought leader” specializing in Point of Care solutions. Former RN and Vendor VP Research & Development and Product Management. Outstanding track record for exceeding customer expectations.

### Professional Experience:

#### **Farrell Associates – 1997 to present** **Principal & Executive Consultant, San Francisco, California**

- Develop strategic business, market and product analyses and plans for IT and HCIT companies, investment firms and provider organizations. Work at executive level to address critical business problems and exploit emerging opportunities.
- Clients include start-up ventures, industry leaders, new HCIT entrants, Fortune 500 firms, investors and diverse North American healthcare providers.
- Vendor efforts include: due diligence; opportunity analyses, product “visioning”, competitive analyses, focus group design and facilitation, and sales coaching.
- For providers, facilitate system selections, strategic mobile assessments, benefits studies. Support executives in optimizing IT benefits and ROI.
- Recent market and competitive analyses of EHR, Wireless IT (applications, clinical devices, networks), CPOE, Clinical Decision Support / Business Intelligence systems, medical device integration, smart phone, and other related market segments.

#### **MECON Associates (GE - now Solucient) - 1995 to 1997** **Vice President, Research and Development and IT, San Ramon, California**

- Executive team member. Frequent board speaker. Responsible for 24-person staff; \$4.5M budget; and all R&D activities for a health care benchmark data warehouse and three software applications. Directed all corporate IT functions.
- Co-led strategic planning and market validation effort. Working in conjunction with executive management, defined corporate product plan. Effort resulted in documentation of company “vision” including emerging business and e-business opportunities and product requirements to support the managed care environment.
- Led development from requirements definition through product rollout data collection and web-based reporting tool and database. Efforts included developing a comprehensive strategy and product plan that resulted in the company’s transition to web-based products and enhanced services, and subsequent acquisition by GE Healthcare.

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## **TDS Healthcare Systems (now Eclipsys Corporation) 1984 – 1995**

### **Director, Product Design, San Jose, California**

- Managed \$6 million budget. Directed a 55-member product design team responsible for creation of functional specifications, GUI design, technical writing, publications, and computer-based training development.
- Managed Software Development Lifecycle and directed the evaluation, selection, and implementation of development process, tools, methods and standards.
- Directed all product design activities for TDS' clinical (Order Management, Results Reporting, Clinical Documentation, Pharmacy, Lab, therapeutic ancillary modules), financial, administrative and data repository products. Led product planning efforts, performed the business analysis and developed a strategy for development and rollout of next generation Electronic Medical Record.

### **Product Manager - Computer-Based Training Product Training Manager - Department of Defense's (DOD) TRIMIS Project**

- Created a comprehensive plan for DOD training across 500 sites and 500,000 users.
- Led development of pioneering Computer-Based Training product that included comprehensive PC authoring, presentation and student management software applications as well as 82 hours of on-line courseware.
- Developed a business plan and performed all marketing, sales support, and product management functions for the health care industry's first computer-based training (CBT) product. CBT created "raving fans" and was TDS' most profitable product.

## **Gerber Alley Associates - 1992**

- Responsible for 100 person staff and all Product Management and R&D activities for four clinical applications including Order Management, Radiology, Pharmacy and Clinical Workstation products.

## **Clinical Experience**

St. Elizabeth's Hospital, Director of Nursing, Critical Care  
El Camino Hospital, Emergency Department, In-service Education  
Greater Baltimore Medical Center, ICU, CCU, TCU, and Oncology

Faculty Memberships: Foothills Community College, Yakima Valley Community College, and San Jose City College

Education: B.S. Nursing, Public Health Certificate Sacramento State University  
California State Lifetime Teaching Credential - Health Sciences  
Graduate Courses in Computer Applications, Data Base Design, and  
Education Program Evaluation and Design

Activities: HIMSS Supply Chain Management SIG clinical representative

Frequent speaker at company- and industry-wide symposiums  
Author – Vendor Chapter Essentials in Nursing Informatics, e5 Drs. Virginia Saba and Kathleen McCormick