

DOUGLAS CUSICK

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25 YEARS OF EXPERIENCE IN HEALTHCARE AND INFORMATION TECHNOLOGY

PROFESSIONAL PROFILE-

- **Internationally savvy** with a track record for new business development, driving sales and marketing initiatives, and forging new vistas for brand expansion. Has worked in more than 50 countries. Known for bringing diverse constituents together in support of a common goal. Has led international business unit consulting operations and strategic throughput with equal alacrity.
- **More than two decades** of experience in Health Care industry. A skilled clinician licensed in Pharmacy. Relates well to physicians, other healthcare professionals and organization executives. Conveys complex technical information to any audience.
- **Operations management guru** with experience managing multi-billion dollar budgets in support of enterprise endeavors. Created an international region for healthcare consulting delivery and service model in Europe, Middle East, Africa, and Asia Pacific, managing a \$1.4B USD budget. Superior organizational, problem solving, and administrative skills.
- **Track record for bringing measurable value:** Organizational focus and superior administrative prowess leading to revenue growth and bottom line savings. Known for successfully architecting programs to help providers measure return on investment (ROI) in healthcare information technology through change management and process improvement.
- **A natural leader** and manager of personnel. Truly enjoys engaging and mentoring employees to meaningful careers. Garneres great satisfaction as an organizational enabler of change and facilitator of clients' success.
- **Results-driven project manager** with proven ability to lead global engagements to successful outcomes. Manages scope effectively; identifies critical path and translates strategic vision to prudent tactical steps. Leads complex IT implementation for private and public enterprise healthcare clients in the U.S., Europe, and the Middle East.

AREAS OF EXCELLENCE

- Change Management/Enablement
- Business Development/Strategic Planning
- Project/Program Management
- Process Architecture Design
- Application Assessment and Requirements
- Relationship Facilitation & Building
- Operations Management
- Sales, Marketing & Branding
- Fiscal/Budget Management
- R.O.I. Metrics Implementation
- Clinical Skills/Disease Management
- Human Performance Applications
- Workplanning/Estimating
- Health Plan Administration
- Personnel Mgmt./Team Building

PROFESSIONAL EXPERIENCE (Most recent 10 years)

IBM Sales & Distribution • London, England • 2005-Present

EMEA Healthcare and Life Sciences Executive, Provider and Payer Healthcare, Global Business Development Leader

Promoted January 2007 to head up global sales, marketing, and branding efforts across all IBM brands in healthcare.

- Managing an overall budget of \$1.4B USD. Fostering IBM brand cohesion across continents and cultivating integration of all available services, including IT systems integration, Healthcare I.T., hardware and software, etc.
 - Codifying efforts for presales, sales, delivery and engagement for global expansion.
- Strong focus on the "internal sale", educating IBM global community on global healthcare business services and healthcare market opportunities. Promoting expansion to Latin America for 2007.
- Communicating internationally the concept of IT as a powerful enabler of change, and system functionality as a commodity.
- Managing IBM GBS Healthcare sales/operations in Europe, the Middle East, Africa and Asia Pacific. Revenues in 2006 of \$250M.
- Defining standard program processes for use enterprise-wide on large-scale complex program impacting multiple business segments.
- Promoting, marketing and selling IBM GBS - Healthcare throughout Europe, the Middle East, Africa and Asia Pacific to government entities and private healthcare organisations.
- Negotiating and synchronizing large multifaceted healthcare contracts with organisations and government entities. Recruiting, training and managing staff (both US expatriates and nationals) for IBM GBS Healthcare International Practice.
- Leveraging power of the IBM name to first gain foothold, then promote advancement of IBM Healthcare brand.
- Initiating and executing ISV strategy/partnership with international and regional vendors.

HealthLink Services, LLC • Houston, TX • 2004-2005 [ACQUIRED BY IBM, JUNE 2005]

Executive Director and Vice President, International Region

- Manage Healthlink Services Ltd both operationally and financially in the United Kingdom, Europe and the Middle East with revenues through 2005 of £31 million.
- Marketing and selling ProLink4 and Staff Augmentation projects and services throughout the United Kingdom, Europe and Middle East to executive and other levels of management. Negotiating and synchronizing large multifaceted contracts with organizations and government.
- Project management for key Healthlink initiatives both for the National Health Service and the National Programme for Information Technology (NPIIT) 'Connecting for Health'. Recruiting and training staff, both expatriates and Foreign Nationals.

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PROFESSIONAL EXPERIENCE (Continued)

IDX Information Systems Corporation • Seattle, WA • 1999-2004

Value on Investment Consultancy Services Director (2002-2004)

Leading provider of software, services, and technologies for healthcare provider organizations. IDX has been purchased by GE.

- Co-partner in developing IDX's VOI methodology, successfully leading cultural and process change projects at major academic and community based integrated delivery network hospitals/clinics in the US, Canada and the UK.
- Charged with maximizing the VOI for IDX products. Responsible for promoting, marketing and selling Carecast Consulting Services both internally and externally.

Value on Investment Supervisory Consultant; Change Management Guru (1999-2002)

- Reduced Montefiore Medical Center's adverse drug events by 50%, decreased medication turnaround in process time to 2 hour, saved time of nurses and unit clerk.
- Reduced by 50% the process time nurses spent in documenting clinical activity at PeaceHealth St. Joseph Hospital. In the Barger Clinic, reduced by 80% the potential for an adverse drug event to occur in an outpatient setting and reduced the patient total appointment time and reduction in the medical records staff.
 - Identifying regional issues through national project efforts and working with the project managers to facilitate resolution.
- Conducted initial baseline study and project plan for Legacy Health Systems, provided for large integrated delivery network to go paperless. Achieved a significant reduction of Days in Account Receivable for (a 700-bed hospital).
- Product Manager, responsible for comprehensive clinical product marketing initiatives for suite of clinical Lastword and Carecast applications, with focus on Computerized Physician Order Entry (CPOE), Pharmacy/Medication Management, Barcode Medication Administration, Pocket Carecast, eMedicine/Carecast integration, and the development/maintenance of the LastWord/Carecast clinical product roadmap. Also serves as an internal/external CPOE resource, CPOE Assessment Team member and contributor to various organizational CPOE projects, workgroups, and documentation.

OnScribe.com • Palo Alto, CA • 1999

Co-founder and Vice President of Business Development (1998-1999) *Startup web-based pharmacy/physician software technology applications company.* Positioned for sale September 1999.

- Completing due diligence and working with venture capitalists to secure initial funding. Developing/Contracting with initial alliances/partnerships including pharmaceutical manufacturers, HMO's, PPO's, Pharmacy Benefit Management companies, chain/retail pharmacies, and data collection/claims transactions based companies enabling beta-site testing.

MIM Health Plans/Pro-Mark • Seattle, WA • 1996-1999

Regional Vice President-Sales and Marketing & Strategic Development, Western Central Division

- Product development, response for information/proposal process development, marketing, sales, clinical management of multiple territories and subordinate staff including pharmacists, sales directors, and account managers for 30 states.
- Increasing revenue to \$450M in 1998 from \$50M in 1995, growing company from 50 to 400 employees, and business in one state to 35 states. Key participation in purchase/transition of mail facility in Cleveland, Ohio.
- National and regional chain network and provider contracting. Negotiating/contracting with and on behalf of independent pharmacies and independent regional pharmacy networks for managed care contracts throughout the United States and Puerto Rico.
- Development/implementation of Disease State management/marketing programs in HIV, Diabetes, and Asthma for independent regional pharmacy and chain networks.
- Hiring, training, and developing department and sales directors throughout the United States.

PUBLICATIONS/PRESENTATIONS/AWARDS

- Presented at **HIMSS** 2002, 2003, 2004; **ASHP** 2003, 2004; Harrogate 2004, **eHealth** 2003, 2004, **Arab Healthcare** 2006, 2007, **Saudi Arabia ehealth** 2006, **Portugal eHealth** 2006, **Health Informatics Ireland** 2006. Mater Healthcare Conference Brisbane, AU; **TEPR**, 2001, 2003, 2004; e-Health 2002, 2003; IDX National Users Conference • Published in: *Fortune*, *HIT*, *CHIT*, *Health Informatics*, *Health Leaders*, *HFM*, *Drug Topics*, *Pharmacy News*.
- **2008 Golden Helix Award**, IBM Healthcare and Life Sciences - known originally as the "Best of the Gene Pool", award winners are nominated by their peers and management, and represent all aspects of the IBM Company. Award winners are passionate, responsible, leaders; leaders in every sense of the word – showing conviction, purpose, and perseverance, enabling those around them to reach their goals. Their impact is not felt just on one project, but Golden Helix winners leave a lasting legacy across IBM.

EDUCATION/MEMBERSHIPS

University of Washington (Seattle, WA) 1987

Pharmacy

Member: Health Information and Management Systems Society (**HIMSS**); American Association of Health Plans (**AAHP**);
American Society of Health-System Pharmacists (**ASHP**); Washington State Society of Health System Pharmacists (**WSSHP**)