

DR. MUHAMMAD (MO) ASHFAQUE

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Summary

Executive global healthcare leader specializing in business acquisitions, client services, business development, marketing campaigns, public relations, communications, information systems analysis, business process improvement, program management, business process redesign, workflow assessment, delivery management, EMR/EHR implementations, and healthcare data and qualitative research. Experience in various EMR/EHR systems and their relevant healthcare technologies. Experience in direct management of communications team for corporate press releases for change of ownership of hospitals and clinics. Experience in market research for technologies based on qualitative and quantitative data and technology research. Experience in the direct involvement of managing the publication of newsletters and flyers for the latest healthcare-related trends within health technology domain. Experience in direct engagement with local media outlets for medical centers and clinics community outreach. Experience in the healthcare community outreach updates regarding new EHR implementations. Experience in direct involvement with Go Live marketing updates with all hospitals and clinics involved. Experience with Strategic Business Planning and Technology augmentation. Occasionally, invited to deliver lectures on Health Information Technology classes at California State University Los Angeles, CA.

Professional Experience

Independent Healthcare Consulting 2/2011 – Present
Principal and Executive Managing Partner

- New business expansion opportunities by engaged in healthcare business marketing and public health relations to the community.
- Engaged in in-depth Qualitative and Quantitative research and data analysis for Health Technologies such as Epic, Cerner, AllScripts, Telehealth, Telemedicine as part of Electronic Health Records (EHR) systems' national and global deployment strategies.
- Engaged in healthcare community outreach programs and directly involved in drafting and completion of grant

Profile at a Glance

Industry Experience

- 20 years of IT leadership, 18 years in HIT leadership, 17 years in Technology leadership Qualitative and Quantitative research experience as an Executive, Technology Trend setting, Mergers and Acquisition experience, Communications, Marketing, Public Relations and 11 years of Epic, Cerner and AllScripts and various technologies experience
- Leads the communications, public relations and presentations for multiple Epic Go Lives
- Engaged in the creation of EHR and ERP transitional contents and teams, including the creation of PowerPoint and other visual aids such as banners, newsletters, posters and flyer designs
- Engaged in working in coordination with the communications team to redesign the content creation of new website
- Organized and provided internal press releases including initial press releases and press releases through each stage of the EHR/EMR implementation through Go Live
- Provided and updated the Community Board Display through Microsoft SharePoint
- Develops newsletters highlighting positive impacts from a new EHR implementation
- EMR Applications: Epic, Cerner, Meditech, AllScripts, McKesson, eClinicalWorks
- Linked In profile:
<https://www.linkedin.com/in/mo-ashfaque/>

Education

- PhD in Global Leadership and Change (Dissertation concentration on Qualitative research on Healthcare Technology-Leadership), Pepperdine University; Los Angeles, CA
- Master of Science in IT Management (concentration MBA, MPA, and MSIS), CSULA; Los Angeles, CA
- Bachelor of Science in CIS (concentration in Information Technology/Business), CSULA; Los Angeles, CA
- Project Management certificate from West LA college

proposal writings for local non-profit health facilities, including involved in an Open Editorial (Op-Ed) Submission to a local newspaper about the treatment of refugees' health and DACA recipient's mistreatment in America.

- Involved in the creation of a healthcare consulting leadership business expansion plan for local and global healthcare technology consulting companies.
- Directly engaged in research and creation of strategic business planning and expansion documentation and planning for local adult day care facilities.

Deloitte Consulting, Los Angeles, CA - Senior Executive Consultant

02/18 – 02/19

- Engaged in various global health technology projects to assist Deloitte in reaching its peak to provide best technology consulting.
- Engaged in EHR vendor assessments and selections with multiple healthcare clients choosing Epic and Cerner system as finalists.
- Engaged in and directly supported healthcare EHR systems RFP's and RFQ's.
- Engaged in communication with the planning and creation of subject matter teams.
- Engaged in inner healthcare-related publication pre-Go Live EHR kick start announcements and maintenance of master communication log.
- Directly engaged in the creation of EHR and ERP transitional contents and teams, including the creation of PowerPoint and other visual aids such as banners, posters and flyers designs and facilitate (internal-corporate) press releases.
- Performed and managed teams for health technologies qualitative techniques such as questionnaire and surveys, to deliver strategic insights about people, society and culture related to health market technology and business expansion.
- Directly engaged in contract writing with various technology vendors for healthcare clients' technology-related projects.
- Directly engaged in managing a team of Technology Managers supporting hospital Networking Infrastructure and Servers onsite, onshore and offshore.
- Directly engaged in Deloitte Health Information Technology (HIT) consulting services marketing to various potential healthcare clients.
- Directly involved in upgrades and changes to Deloitte internal webpage portal for healthcare technologies trends and updates.
- Directly involved in managing publication of newsletters and flyers for latest healthcare related trends within Deloitte health technology domain.

Managed Care Executive Consultant

02/17 - 02/18

- Engaged in and directly supported Healthcare Hospital's divestiture with managed care healthcare business venture. Managed and maintained Experience with IT/Audio Visual projects
- Managed project related to implementation of physical workspaces, specifically conference rooms and collaborative spaces. Inclusive but not limited to architects & designers, Audio Visual vendors, Electrical vendors, Furniture vendors, Construction vendors
- Engaged in Go Live Epic and Cerner projects for Hahnemann University Hospital and St. Christopher's for Children's Hospital in Pittsburgh, PA.
- Provided Qualitative and Quantitative research approaches to client retention and patient care based on healthcare technologies.

- Engaged in working in coordination with the communications team to redesign and content creation of new website post divestiture and change of ownership for Hahnemann University Hospital and St. Christopher's for Children's Hospital in Pittsburgh, PA.
- Directly engaged in managing communications team for corporate press releases for change of ownership of hospitals.
- Engaged in and directly supported Healthcare EHR systems RFP's and RFQ's.
- Engaged in and directly supported deployment of comprehensive multi-hospital implementation of Cerner Millennium and Epic Modular upgrades.
- Worked directly with COO and CFO to manage and maintained financial targets and objectives of business divestitures.
- Managed and maintained team of qualitative and quantitative research teams to tackle latest challenges for technologies that directly impacted health client's business decisions.
- Directly engaged in healthcare community outreach updates regarding new EHR implementation.
- Engaged in and directly maintained IS departments yearly budget.
- Engaged in and directly supported MEDITECH EHR system at various networked clinics.
- Directly engaged in Go Live marketing updates with all hospital and clinics involved.
- Engaged in and directly managed team of Technology Managers supporting hospital Networking Infrastructure and Servers (onsite, onshore and offshore).

Children's Hospital of LA, CA - Senior Healthcare Information Systems Executive PM Director 05/2015 – 10/2016

- Directly engaged in directing PMO for hospital-wide Cerner Millennium upgrades.
- The project was managed and funded by the USC Medical Center for Go Live Cerner system and Epic Modular Go Live.
- Directly engaged in Pharmaceutical modular systems upgrades and enhancements for both inpatient and outpatient facilities.
- Directly engaged in the creation and coordination of the PMO system and created departmental rules and its project templates.
- Directly engaged in Information System team management.
- Managed project related to implementation of physical workspaces, specifically conference rooms and collaborative spaces. Inclusive but not limited to architects & designers, Audio Visual vendors, Electrical vendors, Furniture vendors, Construction vendors
- Directly engaged in PM team management, project planning, project communications and the creation of SME's engagements.
- Directly engaged in project risk management and utilization of Waterfall and Agile Methodologies for PM.
- Directly engaged in Go Live marketing updates with all hospital and clinics involved.
- Directly managed IS Project managers and IS analysts (onsite, onshore and offshore) and maintained direct client engagement.
- Directly engaged in Children's Hospital community outreach and marketing of new Go Live various healthcare clients and the community.

Department of Health Services – Senior Executive Health IS PM Consultant LA County, CA 04/2012 – 10/2013

- Directly engaged in directing PMO for hospital-wide, Cerner, Epic and AllScripts (Kodak & Fuji-PACS) deployment and upgrades.
- Projects ranged from providing Go Live Epic and Cerner support to USC Medical Center and UCLA Medical Center.
- Organized and provided internal press releases including initial press releases and press releases through each stage of the EHR/EMR implementation through Go Live.
- Provided and updated the Community Board Display through Microsoft SharePoint.
- Created and provided presentations to project stakeholders, vendors and government entities regarding EHR/EMR progress.
- Directly engaged in managing communications team for corporate press releases for change of ownership of hospitals.
- Directly Engaged in Information Systems / EHR Vendor Management.
- Directly engaged in Information System team management.
- Directly engaged in healthcare community outreach updates regarding new EHR implementation.
- Directly engaged in Information System/project budget creation and management.
- Directly engaged in PM team management, Project planning, Project communications and creation of SME's engagement and creation of PMO with executives.
- Directly engaged in project risk management & utilization of waterfall and Agile Methodologies for PM.
- Directly engaged in Go Live marketing updates with all hospital and clinics involved.
- Directly managed IS Project managers and IS Analysts (onsite, onshore and offshore) and maintained direct client engagement.

Senior Health IS PM Executive Director (Acute Care Facility- Consultant- LA, CA) 02/2011 – 03/2012

- Directly engaged in directing PMO for health clinics wide Greenway Deployment.
- PACMA is directly affiliated with UCLA Medical Center.
- Worked on Epic and GreenWay Go Live EHR systems.
- Directly engaged in Information Systems / EHR Vendor Management.
- Directly engaged in Information System team management.
- Directly engaged in Information System/project budget creation and management.
- Directly engaged in PM team management, Project planning, Project communications and creation of SME's engagement.
- Directly engaged in managing communications team for corporate press releases for change of ownership of clinics.
- Directly engaged in project risk management & utilization of waterfall and Agile Methodologies for PM.
- Directly engaged in healthcare community outreach updates regarding new EHR implementation.
- Directly managed IS Project managers and IS Analysts (onsite, onshore and offshore).
- Delivers program (projects) within defined scope, schedule, and cost metrics.
- Maintained a positive culture measured by team/department feedback.
- Maintained an influential relationship measured by business and IT feedback.
- Coordinated resources, interdependencies, risks and issues among programs to achieve program objectives.

- Directly engaged in Go Live marketing updates with all hospital and clinics involved.
- Coordinated planning and execution of multiple, complex workstreams within the program.
- Partnered with business and IT stakeholders at the program Sponsor, Steering and Advisory levels.
- Maintained credibility by demonstrating flexibility, change advocacy, and positive motivation.
- Engaged in developing awareness and understanding of agile methodology to ensure synergy of plans and inter-dependencies of technology deliverables.
- Maintained direct client engagement.

Additional responsibilities as an Executive Managing Principal for Private Healthcare Consulting is as follows:

- Client Engagement, Business Expansion, Client Management, Executive Engagement.
- Performed services as interim CEO, COO, and CIO, created, run and managed complete C-Level Suite-Provided Board Member Services to various clients.
- Worked with multiple clients identifying their business needs.
- Directly involved in the healthcare community outreach marketing efforts.
- Directly involved in non-profit health clinics and urgent cares Fundraising by providing full grant writing support.
- Directly involved in extensive qualitative and quantitative health technologies research support to various healthcare clients.
- Worked with Providers such as Hospitals, Acute Care facilities, Adult daycare facilities, Senior Citizen Care facilities to identify their business needs by performing market analysis to pith is to sell business (services) such as Business Management, Project Management, and other related services to clients.
- Performed Market segmentation for clients by working on Strategic Business plan for their business needs, including performing SWOT and SPELIT Analysis of their business analysis.
- The SWOT analysis included Strengths of business in target, what service line they are good at. Weaknesses included any deficiency that the company may have, such as weak Information Systems department or lack of market knowledge. Opportunities included looking at new business expansion areas for the client. Threats analysis included looking over any competitors in the market.
- SPELIT study included Social, Political, Economic, Legal, Intercultural, and Technological analysis for the client for their healthcare business expansion needs.
- The above techniques have been applied to most of the healthcare clients from Provider and a particular payer company to perform GAP assessment, which meant where they are in their business needs and where they would optimally like to be as a target mark.
- Post initial assessment such as SWOT and SPELIT assessments, businesses such as various services are being sold, including any required project management, Information Systems services, and Strategic business expansion, and other operational services were rendered.
- Provided creative (hands-on and traditional) EHR-EMR (IS/IT) Executive / Enterprise Project Management services to various healthcare clients, mainly in Southern California, on a consultancy basis.
- Lead creation and implementation of integration and separation services for clients in a variety of industries.
- Direct business development experience focused on IT Healthcare/Telecommunication Media Technology industry.
- Lead cross-functional teams in developing and implementing client services and lead client interviews, workshops and industry research through secondary and primary resources.

- Managed the development and presentation of final client deliverables.
- Oversaw the quality of client engagements and the development of staff.
- Successful Project management and implementation of numerous critical IT and Business-related projects and additional internal validation & compliance requirements.
- Worked on New Health Care Management System Design and Implementation.
- Managed, planned, organized, and directed the activities of complete projects. Performed Risk management and mitigation. Utilized waterfall and Agile Methodologies for PM.
- Managed multiple complexes (different budgets) IT-related systems implementation projects, including IS Infrastructure Management.
- Managed and ran projects in entire US., networked with different (IT and Non - IT related) clients and produce business with them.
- Managed full office dynamics for the west coast office and managed several people at the workplace.
- Assisted Clients as a delivery executive manager, process management experience, lead multi-disciplinary teams.
- Proficient with MS Office suite, MS Project and Adobe suite including photoshop.
- Analysis of preliminary budget management and basic business accounting needs assessment.
- Worked with and skills in facility redesign and redefining business, clinical, strategic and business workflows.
- Qualitative and Quantitative Market research for business expansion based on technologies.
- Provided direct support for creation and management of Grant Proposal writing portfolio for various clients.
- Provided and maintained market research based on Technologies (Qualitative and Quantitative) for various industries based on their respective technologies.

Wow Global Corporation

11/09 – 02/11

VP of Healthcare IT

- Started and ran the entire transaction from the beginning on the western coast of the United States
- Worked in association with the University of Pittsburgh Medical Center (UPMC).
- Led the communications/PR for WOW Global (client: UPMC), additionally conducted seminars and organized the community development and networks
- Managed full business operations and logistics in the west coast region of the US.
- Directly involved in healthcare community outreach for educating IPA's (Independent Physicians Association) for EHR benefits.
- Networked with different (IT and Non-IT related) clients and produce business with them.
- Managed entire office dynamics for the west coast office and led several people at the workplace.
- Worked on EMR system deployment.
- EHR Implementations were federally mandated, which fulfilled the Meaningful Use requirements and increased the workflow of various healthcare organizations.
- Responsible for the planning, analysis, education and implementation of Cerner with ancillary HNA Millennium application.
- Other EHR systems worked with were AllScripts, Epic, Cerner and DocuTap.
- Provided Qualitative and Quantitative research approaches to client retention and patient care based on healthcare technologies.
- Worked extensively on the management of Epic and Cerner Go Live Projects.
- Implementation of EMR/EHR system.

- Performed Risk management and mitigation. Utilized Waterfall and Agile Methodologies for PM.
- Arranged, managed and conducted healthcare seminars around the western US by involving doctors and providers communities.
- Worked directly with key executives to manage and maintained financial targets and objectives of healthcare business divestitures.
- Worked directly with Local Extension Center and Regional Extension center to create flyers, banners, and posters for healthcare education.

Planet Aid

01/10 - 11/10

Executive Director of IS Project Manager

- Designed facilities drawings for expansions of local businesses.
- Managed complete IT infrastructure and complete IT Project Management duties of West Coast Regional Office.
- Configured and managed Windows Server 2008 whole system.
- Managed user accounts via Active Directory Domain Server Setup.
- Maintained entire office local area network and several clients on the network.
- Performed (UAT's) and (SDLC) for the implemented system/s for users.
- Performed Risk management and mitigation. Utilized waterfall and Agile Methodologies for PM.
- Worked directly with key executives to manage and maintained financial targets and objectives of business model transformation to achieve business target profitability.
- Maintained and managed e-mail accounts to every user via Outlook and Exchange Server.
- Created and implemented different Information systems applications by using SDLC process.

Rent-A-Ceo

08/08 - 01/10

Healthcare-IT Senior Executive Project Manager

- Worked on New Health Care Management System Design and Implementation EMR system.
- Managed the data gathering requirements from hospital staff "individually and carefully" for their needs and requirements for the new EMR/EHR systems interfaces included EpicCare®, IDX and SunQuest Laboratory, Radiology, Oncology and Cerner along with ancillary.
- Directed the daily operations for Highmark-affiliated practice divisions and departments within 30+ physical locations, including three large multispecialty facilities as well as Rural Health Clinics and other University Medical Information.
- Worked closely with medical researchers in the areas of biotechnology and EMR technologies.
- Involved in designing, development, testing, implementation and standardization of the existing and newly selected healthcare system.
- Managed various EMR/EHR deployment projects across various Acute care facilities and completed them successfully. Further, direct PM leadership experience for the complete EMR implementation.
- Performed Risk management and mitigation. Utilized Waterfall and Agile Methodologies for PM.
- Performed (UAT's) and (SDLC) for implemented systems for users.
- Directed involvement in proposed systems designs to ensure that the system is scalable in the future as needed and recommended/ mandated by the local and federal government Department of Health and Human Services.
- Worked on and managed all RFP's, RFQ's, SOW's for IT-related complex projects from different vendors.

RPM Talent Agency

08/08 – 08/09

Sr. IT Executive PM and Executive Business Consultant

- Analyzed Business Information technology needs.
- Provided project management support for the implementation of the ERP system for the entertainment industry.
- Managed and supervised twelve people working towards the development and implementation of ERP.
- Managed and provided customer service for ERP and analyzed, designed, tested and implemented a new advanced system and perform a supervisory role in that area.
- Performed Risk management and mitigation.
- Managed hardware configuration including system architecture of software application and assessment of all assets as needed and provided comprehensive business ERP system remodeling and upgrading responsibilities.
- Responsible for the acquisition, development and implementation of complete information system and computer systems deployment, SAGE system deployment and other large to mid-size systems.

Cedars Sinai Medical Center

04/04 – 08/08

Imaging Dept Senior Project Management Analyst

- Performed the marketing/communications/PR work for Cedars Sinai for their Epic Go-Live for the radiology dept. They integrated their customized hospital Epic EHR with the PACS radiology system.
- Provided customer and patient service support.
- Processed data/images sharing and manipulation (Information System's Analysis).
- Processed patients' schedules, billing and orders using the hospital Information System.
- Managed the multi-user application aided customer service representatives and nurse advice agents in more effectively managing members' messages for laboratories, pharmacies, and physicians.
- Provided customer service via face-to-face and phone to patients, staff and medical providers.
- Managed the system testing, integration and deployment responsibilities of PACS to Epic Go Live integrated modules along with Oncology Epic Beacon modular integration.
- Performed Risk management and mitigation. Utilized Waterfall and Agile Methodologies for Project Managers including involvement with Epic and the PACS upgrades along with Oncology modules Go Lives.
- Trained doctors on newly implemented Siemens imaging software and provided complete IT support to the radiology staff. Additionally, drove and observed Siemens and Epic along with ancillary, QUADRIIS and worked on mitigation planning.

Computer Works, Inc

07/02 – 08/08

Senior IT-Project Manager

- Supervised five Information Technology Technicians and several contract technical personnel.
- Direct PM leadership experience including, direct interaction with customers (face to face).
- Worked on Business Automation Plan.
- Developed Lab order/result interfaces from private physician offices to increase revenues.
- Performed (UAT's) and (SDLC) for the implemented system/s for users. Performed Risk Management and mitigation. Utilized waterfall and Agile Methodologies for PM.

- Managed project related to implementation of physical workspaces, specifically conference rooms and collaborative spaces. Inclusive but not limited to architects & designers, Audio Visual vendors, Electrical vendors, Furniture vendors, Construction vendors
- Held meetings with the CEO of Medium size businesses for their Business Information.
- Managed all the technology needs and fulfilled requirements by managing the complete implementation.
- Processed and analyzed large, midsize and small businesses information technology needs and services evaluation and oversaw the acquisition, development and implementation of large and mid-size business process system across the clientele.
- Administered and maintained the complex database, including backup, recovery and other capacity planning.