**Who We Are:**

**Mark Elson, PhD*,* Principal**

Mark provides leadership for health IT initiatives enabling coordinated and high-quality care, focusing on the intersection of business, policy, and technology in a variety of health care settings. Prior to founding Intrepid Ascent in January of 2014, he played a lead role in California’s implementation of federal HITECH Act programs to advance health information exchange and the Meaningful Use of electronic health records. In 2013, he directed CalHIPSO’s Regional Extension Center program, managing ten local affiliates and over fifty consulting organizations assisting 6,000+ providers in qualifying for Meaningful Use. He joined CalHIPSO from UC Davis Health System and Cal eConnect, where he developed and managed programs with a budget of over $6 million supporting health information exchange initiatives across the state. In these and prior roles at RAND, UCLA, and Lumetra, Mark managed teams focused on health care integration through information technology, data analytics, quality improvement, and strategic partnerships. Raised in rural California, Mark is dedicated to supporting providers’ delivery of high-quality care to all. He received a BA from Stanford University and a PhD from the University of Chicago.

**Personal intrepid ascents:**Mark’s bike commute home is a serious climb, and most weekends he runs the trails in Wildcat Canyon and the Berkeley hills when he’s not chasing after his three boys at home.

**Alex Horowitz, Principal Technology Strategist**

Alex has over eight years of experience as a health care technical executive and systems architect. He served the East Kern County Integrated Technology Association (EKCITA) HIE as its inaugural Chief Architect and Technology Officer from 2007 to early 2013. In this capacity, Alex implemented a sophisticated; full-service HIE infrastructure that included population health data analytics capabilities and led in the development and implementation of specific data interoperability projects such as early-stage NwHIN (now known as eHealth Exchange) and Direct demonstrations. Alex also led a pioneering HIE-Personal Health Record integration pilot through its development and testing stages in 2008. Alex also served during this time as a technical policy consultant to multiple other HIE development efforts, including the State of North Carolina.

Prior to joining Intrepid Ascent, Alex most recently served as CalHIPSO’s Director of Technology Services, providing technical guidance on EHR and Meaningful Use related issues to partnering service organizations, providers, and stakeholders. He specifically concentrated on addressing emergent health IT policy shifts in the context of previously allocated REC program resources. This included modifying the REC program to accommodate new data exchange Meaningful Use criteria introduced in Stage 2 and modified Stage 1 rules, as well as working with local agencies such as the California Department of Public Health to streamline their participation within California’s Health IT ecosystem. Alex was also raised in rural California and received a BA from the University of California, Berkeley.

**Personal intrepid ascents:** Alex plans to climb Denali (Mt. Mckinley) by 2020. In preparation, he’s doing numerous ascents on the West Coast. Look for him on a mountain near you!