



Media Kit

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Company Backgrounder

Founded in 2006 and based in Dallas, Texas, Accent on Integration's (AOI) intelligent data exchange and comprehensive services eliminate data silos to provide hospitals and healthcare organizations of all types and sizes better access to clinical and patient-specific information. AOI's integration offerings, combined with its wide spectrum of professional services, including implementation, consulting and technical support, all have one focus – uniting people, processes and technology to enhance patient care and improve clinical workflow.

AOI's portfolio of vendor-agnostic software solutions interconnect disparate technology systems that are not designed to work with other systems, such as integrating local medical devices to the hospital EMR or enabling data exchange between RHIOs and the statewide HIE. AOI recognizes and addresses the need for high-quality integration services that go beyond traditional patient demographics and orders/results interfaces. Unlike most interface engines – which simply map data from one point to another – AOI's integration technology, called Accelero Connect™, complements healthcare providers' workflow to support patient care and safety objectives.

The Accelero Connect platform openly communicates clinical data with a variety of systems by utilizing the most common methods for exchanging clinical data – HL7 and the MLLP protocol – and leveraging Web services, XML exchange and service bus architecture when possible. Accelero Connect also has the capability to communicate with emerging IHE standard profiles and can produce and consume CDA and CCD documents. Accelero Connect can be used to construct simple connectivity and mapping interfaces, as well as to develop robust solutions with built-in business logic that solve the toughest integration problems.

With years of healthcare IT experience, AOI's leadership team understands the daily challenges faced by clinicians and IT executives in application development, integration, project management and implementation. AOI strongly believes that healthcare organizations should pay for the value they receive, not the name providing it. The company's flexible solutions, coupled with its professional services, make software customization and data sharing affordable and easily attainable for any organization.

AOI is committed to customer satisfaction and serving the individual needs of its customers long after implementation. AOI leverages its experience delivering extensive integration solutions – from simple HL7 interfaces to proprietary data extraction projects – to drive long-term value for customers large and small. Its mission with every project is to help define customers' integration goals and then apply solutions that not only meet those goals, but also exceed expectations.



Products

Accelero Connect™ is Accent on Integration's (AOI) healthcare integration platform, which is used to openly communicate clinical data with a variety of systems. Accelero Connect utilizes the most common methods for exchanging clinical data – HL7 and the MLLP protocol – and leverages Web services, XML exchange and service bus architecture when possible. Accelero Connect also has the capability to communicate with emerging IHE standard profiles and can produce and consume CDA and CCD documents. The many different features of Accelero Connect can be used to construct simple connectivity and mapping interfaces, as well as to develop robust solutions with built-in business logic that solve the toughest integration problems.

Accelero Connect has a very small installation footprint, relieving users from the burden of multiple server management scenarios, complex backup and recovery plans, and technically challenging upgrade paths. Putting Accelero Connect in place at a provider organization is a very straightforward process that is typically implemented in a short timeframe.

Implementation Examples

Physiologic and Vital Signs Monitors to EMR Integration

A recent HIMSS Analytics white paper reports that most of the hospitals studied use physiologic and vital signs monitors but the majority are not interfacing the devices with their EMRs, meaning that time-consuming and error-prone processes are still in place.

Accelero Connect takes multiple and often disparate inbound ORU (result) message interfaces from physiological and/or vital signs monitors and creates a short-term repository of this data for downstream system integration initiatives (e.g. Nursing Documentation, EDIS, Quality Reporting initiatives, Patient Surveillance). Accelero Connect can aggregate results data from multiple monitors and perform customer-configured matching algorithms before formatting the data and sending to the appropriate downstream systems. All of this is accomplished completely vendor agnostic.

Configurable HL7 Interface Engine

Accelero Connect is a fast and affordable alternative to an enterprise interface engine for any organization. When used in this fashion, Accelero Connect consumes a single HL7 feed from a source system (e.g. an ADT interface) and makes it available to multiple systems. Accelero Connect makes maximizing interface investments possible without having to purchase expensive duplicative interfaces. Not all downstream systems can accept data in the same format, but Accelero Connect is designed to accommodate multiple message specification requirements via a built-in configuration management tool.

HL7 CDA Mapping, HL7 to CCD Conversion & CCD Document Creation

Today, numerous healthcare organizations are connecting their systems with those of their community physicians, and many ambulatory EMR systems are standardizing on the Continuity of Care Document (CCD) for clinical document exchange. The CCD is part of the HL7 Clinical



Products, continued:

Document Architecture (CDA) intended to specify the coding, structure and semantics of clinical documents for exchange. While several physician EMR systems can consume CCD documents, most hospital-based information technology systems are not equipped to create or consume CCD documents.

Accelero Connect can consume a CCD as an input and then output multiple HL7 messages, or conversely it can receive multiple HL7 messages and create a CCD document to meet the needs of the sending and receiving systems.

HL7 Feed Aggregator

There are many times when the ideal solution to a healthcare data integration problem would require connecting multiple HL7 data sources into one vendor's HL7-enabled application, but that vendor has a licensing model that requires additional costs per inbound HL7 feed. This common scenario can quickly increase the cost for what is a technically simple requirement.

The traditional solution in healthcare IT has been to leverage the organization's investment in integration engine technology to address such scenarios; however, the interface licensing costs can also quickly turn a simple project into a cost-prohibitive problem.

HL7 Message to Document Imaging System Gateway

Accelero Connect is an affordable way to capture healthcare data information that is transacted via HL7 messaging and share it with document imaging systems. Accelero Connect takes inbound HL7 messages and converts them to report formats such as rich text, PDF, PDF/H (PDF-Healthcare) or plain text, and sends them to document imaging systems over defined capture ports.

Server-to-Server Messaging Gateway

In today's healthcare IT environment, integration of multiple HL7-enabled hardware and software solutions is very common. Unfortunately, there often are instances where both ends of the communication channel are implemented as TCP/IP servers, and the organization's interface engine cannot adequately or reliably handle the configuration.

Accelero Connect solves this problem by providing a reliable and scalable solution for HL7 messaging between data sources configured as TCP/IP servers. This server-to-server messaging gateway solution works well when HL7 messages originating in a system acting as a server need to be delivered to nursing documentation systems, document imaging systems or print locations (after being converted into a printer-friendly format).

Configuring Accelero Connect as an HL7 Feed Aggregator is a cost-effective solution to the common requirement of aggregating multiple HL7 feeds into a single feed.



Services

Accent on Integration's (AOI) technology and implementation services help healthcare organizations achieve their unique operational and financial goals with a cost-effective and highly customizable approach. Its experienced team provides comprehensive services and solutions any time customers have a strategic integration, implementation or technology need.

The company is called Accent on Integration with good reason:

- Seasoned professionals with many years of healthcare technology integration experience supporting a wide variety of projects
- AOI recognizes and addresses the need for high-quality integration services that go beyond traditional patient demographics and orders/results interfaces

AOI's experience delivering extensive integration solutions – from simple HL7 interfaces to proprietary data extraction projects – drives value for customers large and small. Its mission with every integration project is to help define customers' integration goals and then apply solutions that not only meet those goals, but also exceed expectations. The company understands that expertly executed integration projects produce immediate value and foster long-lasting customer relationships.

Integration

Systems integration in healthcare has grown in scope from the days of HL7 2.x interfaces via point-to-point messaging or through an interface engine to the emerging interoperability standards and solutions in today's market. This growth of technology and standards has created gaps that hospital integration staff and connected community members must quickly close. HIS vendors are not immune to integration gaps and the pressure they face with their system implementation schedules. AOI works directly with several EMR, HIE, EDIS and patient monitoring vendors to deliver the integration portion of their implementation process, enabling them to focus on their application and the customer-facing elements of workflow analysis, configuration, training and rollout. AOI has solid industry experience providing integration services that span the spectrum of integration projects.

AOI's experienced consultants have completed hundreds of device integration projects for a wide variety of customers. Its seasoned experts use their skills and knowledge to work directly with HIS vendors on the rollout of interface implementations, contracting directly with provider organizations and assisting with interface backlog projects or complete interface outsourcing.

Application Development

Whether an organization has a healthcare information technology suite from a single source or has taken the "best-of-breed" approach with several software vendors, AOI leverages its experience developing healthcare solutions to bridge the last-mile integration and development projects that will make the organization more efficient and cost-effective.

AOI works with its customers to define, plan, manage, implement and measure a customized solution that will integrate with existing healthcare IT solutions. Its experience developing healthcare IT solutions is the foundation from which it analyzes an organization's current IT solution mix and architects custom solutions to efficiently and effectively solve customer problems.



Services, continued:

Project Management & Implementation

Implementing new technology associated with improved workflow and/or processes requires strong management that understands the complexities of today's healthcare environment. AOI has significant experience anticipating and overcoming potential roadblocks to IT implementations.

AOI possesses the requisite project management skills, based on PMI fundamentals, to help customers keep IT initiatives on track. Transparent expectation management, along with effective communications and a commitment to project visibility, helps customers build consensus, overcome resistance to change and ensure a smooth transition to more efficient technologies and processes.

Additionally, if an organization is ready to tackle the challenge of implementing several projects at once and desires an organized approach, many turn to AOI's program management office (PMO) services. AOI recognizes that projects have become organizational building blocks as companies mature and begin to initiate the use of teams for greater productivity. A PMO approach gives customers significant leverage so that they can achieve results, and AOI has deep experience initiating, improving and measuring PMOs.

RHIO / Connected Community / HIE Project Management & Consulting

AOI has provided extensive consulting, as well as its product and services offerings to Regional Health Information Organizations (RHIOs), connected communities and their stakeholders, as well as to Health Information Exchange (HIE) and other servicing vendors. AOI has provided project management, technical vendor management, technical consulting, integration services and application development for several HIE/RHIO clients. It also serves on statewide committees and workgroups that address RHIO sustainability, HIE interoperability and technical architecture standards.



Marc C. Andiel
Co-founder, President and CEO

As co-founder, president and CEO of Accent on Integration (AOI), Marc C. Andiel provides the business-driven strategy to complement the company's technology-based offerings, which are enhancing the way healthcare organizations integrate patient data. Marc has more than 15 years of experience in information technology and program management, predominantly in healthcare IT. Under his leadership, AOI has flourished into a company staffed by seasoned healthcare IT professionals that provide products and services to a number of Fortune 500 companies, as well as prominent healthcare IT vendors and provider organizations. Marc's deep involvement in cultivating customer relationships has contributed to AOI's success. Marc regularly provides consulting services to both provider organizations and healthcare IT vendors for their project and program management needs, as well as for vendor selections and clinical implementation services.

Prior to co-founding AOI, Marc leveraged his healthcare IT and process improvement expertise to maximize operational efficiencies for several companies. As vice president of strategic business management for a 16-hospital IDN, Marc created the organization's first Project Management Office (PMO), which was established to maintain a budget for a 400-person department and provide project management structure for more than 150 IT projects.

Prior to his healthcare system experience, Marc was manager and senior enterprise project manager for a comprehensive clinical IT vendor and was responsible for managing and ensuring the successful delivery of various U.S. and international projects, each valued at more than \$10 million. In this role, Marc successfully implemented sales initiatives that expanded revenue streams for the \$3 billion company.

Marc earned his Master of Business Administration degree from the University of Houston in Texas and a Bachelor of Science degree from Louisiana State University. He also holds a Project Management Professional (PMP) certification and is a Certified Professional in Healthcare Information and Management Systems (CPHIMS). Marc is a member of various trade associations, including Healthcare Information and Management Systems Society (HIMSS) and Project Management Institute (PMI).



Jeff McGeath
Co-founder, Vice President and CTO

Jeff McGeath, co-founder, vice president and CTO of Accent on Integration (AOI), is a skilled technology strategist with a talent for converting ideas into comprehensive IT solutions that connect disparate technology systems and enable data integration across organizations. Under Jeff's guidance, AOI's product development is fueled by the company's commitment to creating innovative, highly flexible products that can be customized to address each customer's individual needs. In addition to contributing to software development, Jeff also manages AOI's partner relationships and identifies new technologies that give healthcare providers better access to patient data, helping improve patient care and safety.

Armed with rich software development knowledge, as well as 11 years experience working in healthcare IT, Jeff creates solutions that address the daily challenges faced by clinicians and IT executives. Jeff has repeatedly led successful software implementations and provided consulting services to both providers and healthcare IT vendors facing integration challenges or general healthcare IT issues. These consulting engagements have covered different areas of healthcare integration, including integration/interface architecture, PACS engineering, implementation of HIE compliant systems, intelligent routing of clinical data, Regional Health Information Organization (RHIO) architecture, and EMR deployments.

Prior to co-founding AOI, Jeff was director of strategic solutions development for a 16-hospital IDN. There he designed and developed a clinician portal and comprehensive toolset to address the organization's patient data needs at the point of care. Jeff also created a clinical EMR that allowed the organization to utilize its best-of-breed HIS and still have access to important clinical data.

Before his healthcare system experience, Jeff was a software developer for an international steel fabrication company. In this role, he created the company's first barcode status solution that became available to customers worldwide via the Internet. He also modified and upgraded the IT system to support worldwide growth, helping the company achieve the third-largest global market share.

Jeff received a Bachelor of Science degree in business and technology from Texas A&M University-Commerce and is a member of Healthcare Information and Management Systems Society (HIMSS).



**Jason Whiteside
Vice President**

As vice president for Accent on Integration (AOI), Jason Whiteside cultivates customer and vendor relationships to ensure that all project components, which can include multiple integrations, interoperability projects and portal implementations, are successful and meet clients' needs. Leveraging his more than 15 years of professional services and project management experience, Jason helps hospitals of all sizes, from rural and critical access hospitals, to stand-alone facilities and IDNs, as well as HIEs and RHIOs, achieve their patient care and safety improvement goals by eliminating data silos and delivering workflow improvements. Jason's hands-on approach and strategic consulting ensure that projects are completed on time and on budget.

Before joining AOI, Jason primarily focused on the delivery of commercial and customized clinical software. As corporate director of solutions management at a 16-hospital IDN, Jason managed a professional services team and annual budget of more than \$4 million. In this role, he also spearheaded the successful completion of more than 40 custom software development and interface projects, including an EMR clinical information portal application suite, a physician website management system, financial system, voting and survey application, and clinical integration projects.

Jason also served as a manager at SunGard Consulting, the professional services division of global software and technology services company SunGard Data Systems, where he managed client engagements on business analysis, consulting and software development projects for industry-leading companies, including Trinity Industries, Devon Energy and TXU Energy.

Jason earned his Bachelor of Arts degrees in business administration and environmental studies from Baylor University in Waco, Texas, and is a member of the Healthcare Information and Management Systems Society (HIMSS).



Casey Chester
Systems Architect/Lead Developer

Casey Chester, system architect and lead developer at Accent on Integration (AOI), is responsible for building highly flexible and customizable software that cost-effectively meets each healthcare organization's unique set of needs. Casey's 17 years of IT experience, specifically in the design and development of enterprise information systems and software, plays a pivotal role in his ability to create open-ended, vendor-agnostic solutions that make software customization and data sharing easily attainable for organizations of all sizes. In addition to his role as lead developer at AOI, Casey often lends his technical expertise to hospitals lacking onsite IT resources.

Prior to AOI, Casey leveraged his extensive knowledge of system architecture and software development to successfully implement various enterprise software solutions. As a director of information technology at Ancillary Care Services, Inc. (ACS), a national ancillary benefits management company based in Dallas, Casey led the design and development of ACS's claims management and processing system, as well as other mission-critical systems. Casey also served as manager of applications development at a 16-hospital IDN, where he led the team responsible for developing a corporate physician portal, as well as the IDN's first enterprise-coding standard.

Before working in healthcare IT, Casey was the MIS director at San Angelo, Texas-based Hirschfeld Steel Co., Inc., the second-largest steel fabricator in the U.S., where he was responsible for corporate IT and telecommunication infrastructure, as well as the overall design and development of Hirschfeld Steel's enterprise resource planning system.

Casey received a Bachelor of Science degree in computer science from Angelo State University in San Angelo, Texas. He is a member of Healthcare Information and Management Systems Society (HIMSS), as well as an active participant in several North Texas software development user groups.