



TransformativeMed Appoints Industry Veteran Doug Cusick to CEO

SEATTLE, WA –October 2nd, 2017 – [TransformativeMed](#), the leading provider of clinical workflow optimization and EMR-embedded solutions, is pleased to announce the appointment of Doug Cusick as President and CEO.

Mr. Cusick brings to TransformativeMed over 30 years of expertise leading global sales, distribution, marketing, and branding efforts in the healthcare and life sciences sectors. Previously, he led healthcare sales at Atigeo, a healthcare and security analytics company, and at Next Wave Connect, a healthcare social media company. Prior to that, Mr. Cusick held the title of Vice President of Health and Life Sciences for the Americas at Hewlett Packard. He has served as the industry executive at IBM for the Europe & Growth Markets, and as an executive director and Vice President at Healthlink Services, LLC, where he managed sales and operations in UK, Europe, and Middle East.

Mr. Cusick holds a degree in pharmacy from the University of Washington and is a registered pharmacist. He also serves as a Mentor at Life Science Washington, and as a Board Member for the Special Olympics Washington. He is active in several industry associations, including the Health Information and Management Systems Society (HIMSS) and American Society of Health-System Pharmacists (ASHP), and has published on the return on investment in healthcare information in a number of high profile journals including Fortune, Health Information Technology, Health Informatics, Health Leaders, HFM, Drug Topics, and Pharmacy News.

“Doug brings a unique combination of expertise in healthcare IT, industry and business to TransformativeMed. We look forward to extending the value of our proven, trusted solutions to more healthcare providers, under Doug’s leadership” said Rob Arnold, Chairman of the Board at TransformativeMed. “I couldn’t be more pleased to have Doug join the team”.

“TransformativeMed pioneered a practical but powerful way to bring greater efficiency and effectiveness to hospital workflows, and usher in a new era of EMR usability,” said Mr. Cusick. “We have started collecting testimonials and ROI from our current customer base and it’s been exciting to learn about the overwhelmingly positive impact our solutions have had thus far. I look forward to working with this team of practicing physicians and industry, IT and clinical product development experts to make our approach available to more providers and healthcare facilities, and extend access to higher quality care to more patients worldwide.”

Mr. Cusick will join the TransformativeMed team at the Cerner Health Conference in Kansas City next month, where the company will showcase its new product launches in clinical messaging, smart notifications and EMR-integrated, accurate nutrition documentation.

About TransformativeMed

TransformativeMed is leading the way to clinical workflow optimization by fitting the flow of clinical information to the way providers want to care for patients. Designed by practicing physicians, our applications embed inside the Cerner EMR, giving providers the data they need to make clinical specialty-specific decisions in real time. CORES™, our rounding and handoff solution, has been proven to improve workflow efficiency and care quality. GlycemiCare™, our solution for inpatient glucose control, has been shown to improve patient safety and insulin management. Our newest solutions include clinical messaging, smart notifications and EMR-integrated, accurate nutrition documentation. TransformativeMed applications are in routine use by academic medical centers, community hospitals and leading health systems across the United States, including Ascension Health, Catholic Health Initiatives, MedStar Health and Trinity Health.

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