SEGUE TECHNOLOGIES

Health Information Management

MOVING DATA FROM INFORMATION TO COMMUNICATION

SEGUE HEALTH

Modern and efficient information systems are vital for success in the Health and Health Information Technology fields. "Segue Health" combines over 20 years of industry experience with our core capabilities for Software Engineering and Digital Health Communications. We take a consultative approach to our projects, working as a partner to the federal, commercial, and non-profit organizations we support. We measure our success by our ability to connect patients with providers, providers with the greater health IT community, and the federal government with key stakeholders.

Our proven approach to system development and sustainment is ideally suited to the modernization and migration of legacy health systems. In addition, we offer core capabilities in web and mobile application development, which are vital to the current and future needs of health / health IT organizations.

Managing communications is vital for success in health IT. Our background in health communications supports the strategic marketing, outreach, research, and communications services we provide our clients.

KEY STRENGTHS OF SEGUE HEALTH INCLUDE:

System Integration

Mobile Health Services

Data Quality, Conversion, and Migration

Digital Health Communications/ Social Media Strategies

Custom Web, Mobile, and Tablet Application Development

RECOGNITION:

SERVICES

INFORMATION MANAGEMENT
- Data Quality and Profiling
- Data Conversion and Migration
- Enterprise Data Integration
- Service Oriented Architecture
- Reporting and Analytics
- Ontologies/Models

SOFTWARE ENGINEERING
- Application Development
  - Requirements Definition & Management
  - Design and Development
  - Quality Control/Testing
- Business Process Modeling
- Integrated Lifecycle Engineering

DIGITAL HEALTH COMMUNICATIONS
- Strategy/Research/Design
- Social Media Services
- Performance Measurement

QUALITY ASSURANCE
- Informaton Assurance
- Gap Analysis
- Business Process Re-engineering
- Testing as a Service

SYSTEMS INTEGRATION
- Content Management Systems
- Business Intelligence Tools
- Web Service Integration

MOBILE HEALTH SOLUTIONS
- Applications Web Services
- Mobile App Strategy
- Design and Development
- Sustainability

COMPANY INFORMATION

DUNS#: 004459553

NAICS CODES:

541430	541511	541512
541513	541519	541618
541611	541613	541512
541810	711510	

SOLUTION FOCUS: HEALTH IT

① CASE STUDY:
HHS AND ONC STANDARD AND INTEROPERABILITY (S&I) COLLABORATIVE PARTNERSHIP

To promote the developing S&I Framework and Model-Health Driven Tools, website, and wiki-spaces to the user community, we developed and supported strategic documentation, marketing, and communications. **Our work included:**

- Design and maintenance of documentation and user guides across the S&I Framework for administrators, technicians, developers and consumers.

- Analysis and tactical solutions for communication and marketing needs.

- Creation and implementation of communication, marketing (including social media) and business development strategies on multiple news and health IT stakeholder platforms.

② CASE STUDY:
NISH/ABILITY ONE RESEARCH AND ANALYSIS SUPPORT

The NISH Institute for Economic Empowerment needed support in analyzing and realizing potential opportunities for their constituents within the American Reinvestment and Recovery Act (ARRA) and subsequent Health Care Reform Acts. Segue Health researched and analyzed this complex legislation on behalf of NISH clients and authored a series of white papers and presentations for internal stakeholders and national audiences. Today, these publications are considered to be some of the most successful sponsored by NISH.

DATA QUALITY, CONVERSION, AND MIGRATION

We analyze data sources to improve data quality and prepare for migration to new standards and platforms. We've supported databases on secure networks that are critical to enterprise financial and budget operations. Our experience is aligned with the need for healthcare providers to convert from the ICD-9 to the ICD-10 standard. **Our tenets for successful database management efforts are:**

- Understand the data - identify the business processes and the critical/clean data for migration
- Security and protection of personal information is paramount
- Ensure data flows accurately across the enterprise
- Establish data standards and define metrics to drive improvement

MOBILE APPLICATION DEVELOPMENT

Mobile Applications provide new capabilities and efficiencies, and augment existing web-based systems. Their functional possibilities are limited only by the ability to identify new and creative uses. **Our Mobile Application development support includes:**

- Concepting, design, development and release to the market
- Extending existing enterprise system capabilities to handheld devices
- Developing native applications for iOS and Andriod operating systems
- Developing mobile web sites using HTML5

HEALTHCARE CLIENTS

- Health and Human Services, Office of the National Coordinator for Health IT
- NISH/Ability One Program
- Inova Health Systems
- Canadian Embassy, Washington DC
- Pinnacle Business Solutions, Inc.
- Washington Consulting, Inc.
- Healthcare Management and Information Society (HIMSS)
- AEGIS.net
- ApeniMED
- SA Ignite

CONTRACT VEHICLES

- GSA IT 70
- USAF NETCENTS-2
- USN Seaport-e
- HHS CIO-SP3i (Subcontract)

ASSOCIATIONS

Segue Health is led by Peggy McShane, who has 20+ years of experience in all areas of developing strategic and communication services for commercial, public sector, and non-profit health clients. She currently serves on the Board of Directors of the HIMSS National Capital Area (NCA) Chapter as the past president and is the Co-Chair of the HIMSS Small Business and Diversity Roundtable.

SEGUE HEALTH

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