

Medical Connectivity Consulting
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Tim Gee

PROFILE

Over twenty years embedded system and software product development focused on workflow automation through the integration of medical devices and information systems. Expert in the application and integration of general purpose computing and network technologies with medical devices. Technology expertise includes software architectures, wired and wireless networks, mobile computing, indoor positioning (RFID), embedded systems, wireless radios, and related industry standards and regulations.

Key skills and expertise include in depth knowledge of health care delivery including operations in hospitals, outpatient care, physician practices, home health, and payors. Knowledge of clinical operations include critical care, surgery, recovery, telemetry, general patient care areas, variable acuity units, and the emergency department. Diagnostic departmental knowledge includes radiology, cardiology, endoscopy and the clinical lab. Provider oriented skills include needs assessment, workflow analysis, system design, and vendor selection.

Product marketing and market management skills include full product life cycle management of hybrid medical device/information system products, from inception to end-of-life. Market opportunity assessment includes competitive research and both qualitative and quantitative market research (including focus groups, use case elicitation and conjoint analysis). Product strategy skills are based on experience assessing company core competencies, market requirements, available technologies and development partners. Experience with numerous connectivity based product introductions has uncovered unique requirements in the areas of whole product solution, barriers to entry, requirements, market education, sales tools and collaterals, and sales training.

Expert in applying medical device regulations to embedded devices, software and medical device connectivity systems, and developing required regulatory strategies. Certified, Quality System Requirements and Industry Practice, AAMI, 2004.

Business development is increasingly an essential component of successful medical device systems. More than 20 years of health care business development have honed skills in the areas of alliances, acquisitions, strategic supplier, distribution channel development and due diligence.

EXPERIENCE

Principal, Medical Connectivity Consulting, Beaverton, OR 2004-Present

Provide consulting to health care providers and vendors. Provider work includes hospital-wide patient flow optimization, departmental workflow, workflow automation at the point of care, and medical device connectivity with Electronic Medical Records. Needs assessment, solution design and vendor selection for connected medical devices, indoor positioning systems, and other workflow automation systems are also provided.

Vendor consulting includes business strategy and planning in support of product development, new product launches and device life cycle management. Assists with business and product strategy for connectivity, and business planning of connectivity impact in R&D, regulatory, manufacturing, finance, service, support, sales and marketing.

Past clients have included Abbot Point of Care, ACIST, Awarepoint, Baxter, Biotronik, Capsule Technologie, Cardiopulmonary Corp., Cardinal Health/CareFusion, Emergin, GE Healthcare, GlobeStar Systems, Hill-Rom, IntelliDX, MidMark, Providence St Vincent, Schiller, Spectrum Health, Triage Wireless, and Welch Allyn.

Marketing Director - Hospital Monitoring Systems, Welch Allyn, Beaverton, OR 2003-2004

Founded in 1915, this privately held medical device company manufactures, sells and services a variety of products for the physician office, alternate care and hospital markets. Approaching \$1 billion in annual sales.

Managed product marketing and market management team focused on wired and wireless monitoring systems for ED, Telemetry, Med/surg, and ICU. The hospital-wide monitoring system provides surveillance outside traditional critical care areas. The system facilitates variable acuity patient care delivery; improving patient flow and reducing patient transfers.

- ▶ Advanced technology work included wireless primary alarm notification, 802.11 component radio development, and wireless sensor based monitors.
- ▶ Leveraged in-house requirements using outsourced off-shore R&D to develop major project without adding head count.
- ▶ The Systems product team has the best record in the company for completing projects on time and on budget.

Business Development/Offer Manager - Wireless Data, Healthcare, AT&T Wireless, Redmond, WA 2001-2003

Identify market opportunities and define requirements for new wireless data services in health care. Screen and select alliance partners based on distribution, technology and product alignment. Manage new product development with focus on distribution strategy and channel readiness.

Targets included home health, telemedicine and remote monitoring using a variety of wireless telecommunications technologies (CDPD, GSM, GPRS, W-CDMA/UMTS, SMS) and devices (mobile phones, PDAs, lap top computers, embedded radios). Integrated new services into existing operations, including wireless devices, wireless application validation, provisioning, billing, sales and marketing.

Director Business Development, Pointshare Corporation, Bellevue, WA 1999-2001

Pointshare, an eHealth connectivity start-up, automated high volume manual transactions between physicians, payors, hospitals and ancillary service providers. Services included eligibility lookups, referrals processing, coding, and electronic claims via a private wide area network. A darling of venture capitalists during the Internet bubble, the company raised more than \$53 million over six years. Pointshare was acquired by Siemens Medical Solutions in December, 2001.

Increased revenue and sales through alliances with eHealth application companies. Worked with VCs, analysts, executives and engineers to develop business case, screen partners, negotiate terms through contracting and due diligence. Efforts more than doubled services offered at this VC backed start-up.

Various Positions, Philips Ultrasound, Bothell, WA 1994-1999

As Senior Market Manager, responsible for outbound marketing and strategic alliances with PACS and technology vendors world wide. Assessed channel readiness, defined strategy and training requirements. Adapted corporate business delivery system to support connectivity, impacting global product development, service, sales and marketing.

- ▶ Leveraged collaborative marketing with alliance partners to differentiate and add market share resulting in leading all competitors in connectivity in an industry 1998 Buyer Perception Study.
- ▶ Developed and implemented a Connectivity Business Plan required to support connectivity based products. The new business delivery system included a systems integration lab, technicians, changes to the product development process, connectivity field engineers, new service products, and sales training. The plan required a \$2 million investment in first year.

- ▶ Key contributor to overall product strategy and operations. Responsible for all outbound marketing including: product positioning, sales strategy, needs assessment tools, promotion, collaterals, pricing, proposal and purchase agreement.
- ▶ Launched DICOM-based miniPACS on time and on budget, resulting in first year's sales of \$6 million, exceeding budget and equaling or surpassing all competitors.
- ▶ As Senior Product Manager, responsible for market research, product requirements, planning and road map. Produced market and product requirements and managed feature-set priorities and trade-offs during product development. Extensive beta site involvement.

Product Manager - Clinical Information Systems, Corometrics, Wallingford, CT 1991-1994

Corometrics invented the fetal monitor in 1968, and the company was acquired by Marquette in 1994.

Responsible for fetal monitoring surveillance and the creation of a fetal monitor archive recorded during birth. Overall product line responsibility including positioning, promotion, market research, product definition, packaging, price and sales strategy. Replaced outdated systems with an integrated CIS resulting in \$9 million in bookings in 1993, a 210% increase over 1992. The new system included a transition from a completely proprietary architecture to a general computing platform, significantly reducing R&D cost, regulatory burden, and time to market.

Sales - Hospital Information Systems, Baxter Systems Division, Cincinnati, OH 1989-1991

Baxter Systems Division developed and sold hospital information systems for small, medium and large hospitals. Baxter spun off the Systems Division into a joint venture with IBM in 1991.

Account management and new system sales in a two state area. Represented all HIS and departmental solutions running on IBM S/370, AS/400 and RS/6000 platforms. Substantially improved account management, resulting in sales over \$800,000 the first year.

Various Positions, Trinity Computing Systems, Houston, Tx 1982-1989

Start-up Trinity Computing Systems leveraged the advent of personal computers (the Apple II and IBM PC) to create data analysis, reporting and database systems for various clinical applications including invasive and non-invasive cardiology. Trinity developed a report generation engine and integrated database that was used in a variety of products and sold as a connectivity platform to medical device vendors. After a brief foray with a critical care information system through an association with Spacelabs, Trinity developed and launched a radiology information system - the first PC/LAN client-server based clinical information system.

Market Manager 1987-1989

Developed and implemented an innovative marketing plan repositioning products, addressing changing technologies and markets. Resulted in 66% increase in sales in first year.

National Accounts Manager 1985-1987

Responsible for over 200 accounts in North America. Developed new department with a staff of five, including new systems and procedures. Personally managed and resolved all major customer complaints. Increased revenues 100% to \$1.2 million in 1987, contributing over 16% of company revenue. The first individual to achieve quota in company history.

Business Development Manager 1983-1985

Developed and implemented strategic relationships with medical device manufacturers helping them add value and differentiate by using Trinity clinical information systems technology. Role included sales and account management, product management, promotion, sales training and product launch.

- ▶ Developed and implemented deals with Sarns/3M, Dupont, Corometrics and Mitsui USA. Gained access to four new markets, increasing sales and distribution significantly.
- ▶ Heart/lung machine inventor, Sarns/3M sold 23 perfusion information systems in the first year into their most competitive market segment, university hospitals.

EDUCATION

University of Houston, Bachelor of Arts