

# Stephen Martin

Digital Multi-Media Solutions Architect

Cell. 763-412-5624

email. smartin@4medmobile.com

## Expertise

- **Summary:** Senior level experience at identifying, qualifying and quantifying IT process workflow requirements and in developing integrated solutions to support organizational strategic initiatives.
- **Architecture:** Experienced with middleware solutions like X-Link that can bridge communication between IT platforms and HIPAA compliant healthcare integration clouds.
- **Healthcare:** Healthcare EMR, PMS, Patient Portal, Kiosk, electronic claims submittal, EOB reconciliation and collections systems sales, implementation and support experience.
- **Telemedicine:** Integration experience in cloud telehealth, vitals tracking, medication management, medication reconciliation and chronic care management apps using app integration platforms.
- **Medical Device Management:** TaiDoc, ChoiceMMed, Indie Health, Adiant Mobile Bluetooth device sales along with device integration experience with MedM Health vitals tracking platform.
- **Mobile Device Selection and Staging:** Sprint, AT&T, Zebra (Motorola), Panasonic, Unitech, Vuzix Smart Glasses, Motion Computing, Onyx Healthcare, Asus, HP, Nexlink Communications reseller.
- **Mobile Device Management:** Certified as VMWare VSP-DV (Desktop Horizon) and Soti MobiControl levels 1, 2, and 3 Support Professional along with Intel Technology Solutions Partner.
- **Other Certifications:** Quark DMS Document Management, MediaBank, Pageflex, Extream, Solimar Systems, Elixir, Data Management, EFI ePace, MicroPress and Storefront products, Dragon Naturally Speaking Reseller, AltaPoint, SpringCharts and SuiteMed EHR Reseller, MedFusion patient portal reseller, SeePoint Kiosk reseller. NAPS-RX Pharmaceutical Sales certification, Okidata and Xante Print Systems Service, HP Printer and Software certifications.
- **Partnerships:** VA Blue Button Connector, Home Health Quality Improvement, USDA Choosemyplate.gov, SAMSHA Partners for Recovery, MIPS/MACRA Quality Payment Program.

## Projects

- **Pathway Health** – consulting engagement to investigate predictive analytics platforms and cloud integration platforms to use for the development of proprietary systems used in the Assisted Living and Long-Term Care markets. Made recommendations that were later used to build these system
- **Best Buy** – onsite support of HP printer Managed Services program that started during the restructuring process that occurred in the Best Buy Corporate Headquarters. There was no and Best Buy had requested a \$2MM reduction in the cost to support their program. Assisted in renegotiation of 4-year contract and executed refresh of their entire network of print devices.
- **Meritain Health** – consulting engagement to evaluate ID card program and systems being used to generate membership collaterals. Involved 6 different operating systems, internal and external print delivery programs, Aetna parent company systems and management team that was in conflict about the right way to proceed.
- **BCBS MN** – consulting engagement to review existing print management systems and to determine what was necessary to connect their systems and reduce the cost to deliver membership collaterals. Recommendations resulted in the purchase of the GMC software system to connect their IT data management systems.
- **Gannett** – sales engagement to identify systems requirements, design an integrated solution and act as project manager to connect Pageflex variable data management and MediaBank digital asset management systems. Project goal was to establish a platform for producing variable imaged newspaper inserts for large National customers. Project was successfully completed and was the first integration of these two platforms in the market.
- **Data Recognition Corporation** – both a consulting and sales engagement where existing systems were used to create a forms design platform that connected to their in-house Xerox print systems. Existing Elixir system was expanded to reduce forms design time from 30 to 5 days and Solimar Systems was added to establish TCPIP printer connection and cluster print management capabilities.

## Experience

**4Med Systems, Inc.****08/2007 to Present****Medical Systems Solutions Architects/President/CEO**

For employers, healthcare expenses are often the second biggest budgetary item after payroll. More and more employers are opting to self-insure rather than pay ever-increasing premiums for full coverage. Telemedicine is one of the few benefits that can keep money in the pockets of both the employer and the employee. However, corporate employee acceptance and use of these services currently averages only 7%.

- **4Med Mobile** – Is an e-commerce platform that supports the delivery of telehealth, vitals tracking, medication management and chronic care management to improve employee continuity of care and reduce healthcare delivery expense. This platform can be made available to employees via application distribution through your existing mobile device management platform, or we can provide a mobile device platform that supports your applications.
- **Telemedicine App** – Comprehensive acute telemedicine services provided by phone or video with a qualified Care Provider. Acute Care conditions include cold/flu, sinus, skin, ear, yeast or urinary tract infections, stomach ache, fever, allergies, pink eye, headache and bronchitis. Services include prescription delivery to the pharmacy of your choice, access to Behavioral Health services, Message a Specialist and Patient Advocacy.
- **Vitals and Meds Apps** – Allow you to keep track of your health information and store it securely online via telemonitoring. This app supports more than 100 wireless medical devices equipped with Bluetooth, Bluetooth Smart, NFC, or ANT+ radios, and can also be used to enter information manually. Tracks Blood Pressure, Blood Glucose, Heart Rate, Weight, Temperature, Blood Oxygen, ECG, and Spirometry.
- **Chronic Care Management App** – According to the RAND study, 60 percent of Americans have at least one chronic condition. In addition, about 42 percent have more than one chronic condition and 12 percent have five or more. People who have five or more chronic conditions spend fourteen times more on healthcare expenditures than people with zero chronic conditions. For employers, providing these people with both acute and chronic telemedicine is good business.
- **Operational Models** – Developed execution models to show how these services can be made available to Corporate employees and Direct Consumers through the MNSure Public Health Insurance Exchange:
  - E-Commerce website that provides direct-to-consumer telemedicine services that include telehealth, vitals tracking, medication management and medication synchronization:  
<https://www.4medsystems.com/>
  - Private Health Insurance Exchange model designed to increase percent utilization of Wellness tools:  
<https://creator.zoho.com/steve4377/insurance-exchange/#View:UpdateEmployer>
  - Employer Self-Insured Health Kiosk model to show how assessments can be used to increase percent utilization of available Wellness tools:  
<https://www.4medsystems.com/bookings-individuals>
- **Administrative Responsibilities** – Established all vendor lines, designed website, selected and populated CRM system with lists of over 20,000 organizations that participate in telemedicine services. Attended numerous trade shows to meet local organizations involved in direct patient care. Participated in VA Schedule 65 RFP and submitted State of MN Live Well at Home Grant Application. Developed extensive knowledge of this market, vendor lines and service suppliers. Maintained corporate entity for use in development of above models to demonstrate my knowledge of this market.
- **Sales Achievements** – Sold and installed over 20 electronic health records and/or digital radiography systems. Created integration pathway between SuiteMed EHR and iCRco PACS system. Sold and installed first longbone CR system in US. Worked in the Chiropractic, Podiatry and Veterinary markets from 2007 to 2013. Company was converted to a telehealth services company in 2014.

**4Site Systems, Inc.**  
**Digital Multi-Media Solutions Architects, President/CEO**

**05/2000 to 07/2007**

4Site uses web-to-print technology to create process workflow applications for print buyers, printers, prepress operations, and Corporate Data Center/In-Plant print operations that help them become more efficient and profitable. 4Site also provides quotes on equipment that works with web-to-print software to eliminate production steps and establish ROI.

- Trained on Pageflex, Exstream, GMC, PrintShop Mail, Planetpress, Onyx ProductionHouse variable imaging suites.
- Trained on EFI Fiery Color, MicroPress, Pace, Storefront (XMPie),
- Trained on Scan Optics scanning and PFE mailing systems.
- Trained on Epson, Okidata, MGI, RISO, Xante digital printers.
- Setup ACT CRM - Swiftpage eMarketing System.
- Designed outgoing emails and marketing pieces.
- Attended trade shows and generated leads.
- Supervised a Sales-Admin staff of 5 people.
- 2005 and 2006 Sales Exceeded \$1 Million.

National Speaker at AIIM, BFMA, DMIA, On Demand, PIM, PIA and Xplor Industry Conferences On Digital Process Workflow Efficiency.

**United HealthCare Corp.**  
**Director of Print Services/Solutions Architect – IT Services**

**07/1997 to 05/2000**

Department provided complete support for primary corporate revenue generation tool: the membership enrollment print fulfillment process. Responsibilities included supervision of staff of 16 divided into four distinct areas of responsibility: internal graphic design and print procurement, inventory management, order management, and health plan management. Total corporate budget for these items exceeded \$60 million.

- Created STEP design system for PDF template viewing.
- Created Job Central automated print estimating and production system.
- Created PrintCare automated fulfillment system.
- Created SCI standard contract issuance system.
- Created On-line performance reporting system.
- Converted Health Plans to digital enrollment.
- Increased efficiency from 82 to 99+%.
- Volume grew 30% - reduced staff to 12.

These systems and the blueprint we delivered to the Board of Directors created the framework for UnitedHealth's current electronic enrollment programs.

**Moore Graphics Services**  
**Director – Commercial Marketing/National Estimating and Pricing**

**09/1995 to 07/1997**

Had P&L responsibility for two commercial plants in Dallas, Texas and Windsor, Connecticut, and commercial work outsourced to vendors. Developed strategic and operational business plans, evaluated and adjusted estimating systems and practices, and commercial training programs for both Moore Graphics Services and Moore Business Forms Sales Representatives. Staff consisted of 16 direct reports and 4 indirect reports.

- Established tracking and maintenance functions for all national contracts including paper and COLA adjustments.

- Created national rates and standards for all pre-press, press, bindery and finishing functions.
- Negotiated national supplier contract with Unisource Paper.
- Developed and presented commercial print training programs.
- Appointed to Commercial Management Committee designed to improve product line profitability.
- Member of National Pricing Society and attended numerous trade shows.

Developed plan and consolidated plants from three separate operational systems to one uniform estimating, quotation, order submittal, production and billing process.

## Education

**University of St. Thomas**, eCommerce Executive Business Management Program

**Northwestern University**, Kellogg Executive Business Management Program

**The Ohio State University**, Bachelor of Science, Business, Marketing

## Professional Development

**Certified Pharmaceutical Sales Representative**, NAPSRX #563862008 (March, 2008)

**Miller Heiman Strategic Selling**, RR. Donnelley and Sons, (April – September, 1981)