

## **Maestro Announces Meaningful-Use Coaching Program**

**June 11, 2010. Atlanta, Georgia.** Critical to the success of today's healthcare C-Suite is staying in front of, and on top of, the key issues associated with the HITECH Act. As the requirements and industry interpretations evolve, often on a daily basis, it is difficult for busy health system executives to stay current. In response to this pressing need Maestro Strategies has developed a new, cost-effective service aimed squarely at this challenge.

Maestro works one-on-one with a CIOs, CMOs, and other hospital executives to evaluate their understanding and approach to responding to meaningful use requirements, providing in depth content around topics such as governance, health information exchange (HIE), Certification, HIPAA, Clinical Informatics, etc. Taking it to the next step, Maestro helps the executive craft a crisp, effective action plan.

The service is conducted via the web to provide maximum schedule flexibility and minimum expense. Typically, Maestro industry experts begin with an initial assessment of the organization's response to meaningful use requirements. In conjunction with the executive, we design and provide a schedule for in-depth content on key issues. The coaching sessions occur on a weekly basis in one to two hour increments, eliminating the need for on-site expense and travel fees. Clients may choose a more traditional consulting engagement if they desire additional assistance.

*Tim Penning, CIO, Athens Regional Medical Center indicates, "Maestro Strategies C-suite coaching services have been invaluable to me in my ARRA HITECH preparations. They helped me assemble my overall strategy and 'cut to the chase' on the proposed regulations in ways that allowed me to quickly become a HITECH resource and leader for our healthcare organization. Maestro's consultants are highly responsive, their information is on-point and they are a pleasure to work with."*

Information pertaining to this new service can be had by contacting Maestro at [MUCoaching@maestrostrategies.com](mailto:MUCoaching@maestrostrategies.com) or visit the web site at [www.maestrostrategies.com](http://www.maestrostrategies.com)