



Santa Rosa Adds Consulting and Advisory Services Leader

Industry Veteran Doug Hires Joins Santa Rosa

Southfield, Michigan. Santa Rosa Consulting, Inc., a national provider of information technology consulting, management consulting and staffing services to the healthcare industry today announced that J. Douglas (Doug) Hires has joined the Company as a Partner. Doug will be responsible for Santa Rosa's Consulting and Advisory Services business.

Doug brings over 25 years experience in the information technology and healthcare industries, including 10 years at First Consulting Group where he served clients in the Healthcare Provider and Health Plan Sectors. During his career Doug has delivered professional and IT products and services, spanning hardware, software, networks, process redesign and implementation. Most recently, Doug served in a number of senior positions with 3M Health Information Systems, Inc., where he led a national team that delivers software and consulting services solutions for coding, transcription, speech recognition, clinical documentation improvement, document management, quality, and revenue cycle management. As a Vice President with First Consulting Group, Inc. Doug was corporate executive liaison to industry organizations, including: College of Healthcare Information Management Executives (CHIME), Health Insights (National Healthcare CEO Forum), The Scottsdale Institute (IT Leadership and Transformation in Healthcare), and The Academy CFO Forum (National Healthcare CFO Collaborative). He is also a member of HFMA (Healthcare Financial Management Association) and the Health Information Management Systems Society (HIMSS). He has been an active participant in CHIME for nine years during which time he has participated in CIO Forums and focus groups. Prior to joining FCG, Doug held positions with technology products and services companies, including Hughes Electronics and Wang Laboratories where he served in various sales, management and marketing roles. Doug holds bachelors and masters degrees from, respectively, the New England Conservatory of Music and North Texas State University.

Santa Rosa President and COO, Tom Watford, said, "Santa Rosa is delighted to have an executive with Doug's diverse skills and deep industry background join our team. Our organization will draw upon Doug's years of experience and focused industry expertise to assist our clients to navigate the complex and ever-changing clinical, financial and regulatory market in which they operate. In today's healthcare environment, as forces of technological development, regulatory change and economic uncertainty create unique challenges, Doug can make an extraordinary contribution to our clients and to our own organization. We are extremely pleased to welcome Doug to Santa Rosa."