



## **Santa Rosa Consulting Announces New Free Education Series**

### **“Santa Rosa Presents™ ... Hot Topics in Patient Care Device Integration”**

SOUTHFIELD, Mich. – March 1, 2010. Santa Rosa Consulting, LLC announced “Santa Rosa Presents”™ a monthly educational webinar series to discuss hot topics in Patient Care Device Integration (PCDI). Santa Rosa will serve as the host of this series that will present speakers from all segments of the healthcare market addressing point of care technology and PCDI in the hospital community. The series begins on March 31, 2010 at 12:00 pm EST and will continue at that time on the last Wednesday of each month.

Santa Rosa Associate Partner and National Practice Director for PCDI, Marilyn Hailperin, says “The convergence of medical technology and information technology at the patient bedside is creating challenges for care givers and the service groups (biomedical engineering and information services) that support these professionals. Our industry needs to address these challenges assertively, as there is real opportunity to leverage this convergence to improve patient care, enhance patient safety and remove some unnecessary costs from the healthcare delivery system. Santa Rosa has made a commitment to create a “learning community” around point of care technology and patient care device integration with this webinar series. We have invited speakers from all stakeholder communities such as biomedical/clinical engineering, nursing, hospital IT professionals, project managers, manufacturers, regulators and others to present ideas and case studies so that we can disseminate information quickly and discuss it collaboratively. The response to the “Santa Rosa Presents”...™ initiative has been overwhelmingly positive.”

Brian M. McAlpine of Capsule Tech, Inc. is the series’ inaugural speaker on March 31 at 12:00 pm. He will educate attendees on “Avoiding the Accidental Architecture”. Speakers from Nuvon, iSirona, two hospitals and an expert in wireless technology are lined up for future sessions.

#### About Santa Rosa Consulting

Santa Rosa Consulting, LLC, is a national provider of information technology and management consulting services to the healthcare industry led by healthcare industry veterans Richard Helppie and Tom Watford. Santa Rosa offers an extensive portfolio of solutions that allow healthcare organizations to meet their operational and strategic objectives. By marrying best practices with tailored solutions, Santa Rosa is able to offer our customers a truly unique and satisfying vendor experience. Focused strictly on the healthcare market, Santa Rosa employs the industry’s top talent to deliver high impact solutions. Santa Rosa’s unique culture, flagship leadership and industry expert talent, coupled with our investment in technology have uniquely positioned us to be the easiest company to do business with and the best company to work for. Learn more about us at [www.santarosaconsulting.com](http://www.santarosaconsulting.com) or email us at [contactus@santarosaconsulting.com](mailto:contactus@santarosaconsulting.com).

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