

KELLY BRADY

255 Gallant Fox Lane, Webster, NY 14580

Phone: 585-545-4510, Cell: 585-955-3604

E-Mail: netguykb@mac.com LinkedIn Profile: <http://www.linkedin.com/in/kellysbrady>

Summary

Outcome-driven Technical Director with over 12 years IT experience for supporting challenging organizational goals and objectives. Strengths include: Project Management, Product Development, Sales & Marketing, Effective Communicator, and Healthcare Subject Matter Expert. Led a team of direct supports for creating Clinical Integration (CI) solution for connecting 750 Providers, 250 Physician Practices, 3 area Hospitals, 1 Imaging Center and 2 Lab Centers.

Experience

Director of Sales, Cognisight, LLC

August 2008 – January 2010

Create trust with C-Level decision makers and build customer relationships with Medicare Advantage organizations seeking software services related to appropriate reimbursements from the Centers for Medicare & Medicaid Services.

Sales Results

- Served as integral member of team that delivered single-year sales increase of 19%, benchmarking year-end revenues of \$5.5M in 2008
- Procured software and built industry specific Customer Relationship Management program for sales team
- Designed Sales and Marketing Material for prospect distribution highlighting the differences between Cognisight and its competition
- Initiated discussions with C-Level decision makers for scheduling and presenting service solutions
- Created quality control process for contract negotiations

Manager of Technical Services, Greater Rochester Independent Practice Association

2001 - 2008

Managed a team of Health Information Technology experts and physicians in designing, and building Rochester, NY's first Clinically Integrated community portal for establishing interoperability between electronic medical record data systems, lab results systems, PACS imaging library systems, secure in-network messaging systems, physician in-network referral systems, and e-prescribing applications all at the point of care. As only the second organization in the nation to receive a favorable opinion from the FTC, and the first in five years, GRIPA can now rightfully be considered a national leader in the movement toward a progressive business model for independent and community-based practitioners.

Technical Results

- Worked with over 12 national practice management software vendors to build an integrated data delivery solution architecture
- Built direct interface connectivity with backend data integration systems, patient registration systems, SQL Server Reporting Services (SSRS), e-prescribing registration systems, clinical guideline delivery systems, Insurance formulary solution providers, and patient insurance eligibility solution providers.

KELLY BRADY

- Project managed multiple projects including Infrastructure Build Out, Practice Management Integration System, EMR Interoperability Strategy, and several data mining initiative projects related to connected community physician portal
- Procured 3rd party marketing solution provider for creating custom data driven user interfaces
- Documented system requirements for in-network message alerting interfaces
- Developed and wrote HIPAA compliant governance policies and procedures for aggregating practice management data directly from provider scheduling, billing and claim systems
- Established and built various business services for orchestrating an internal Service Oriented Architecture (SOA), exposing major business processes for senior leadership allowing for a more flexible, agile architecture
- Participated in key product strategy/enhancement meetings focused on improving quality of care, managing costs, and strengthening physician-patient relationships
- Served as an Information Technology Subject Matter Expert (SME) serving on multiple internal and external committees

Project Manager/Software Developer, TALAVARA

1998 - 2001

Served as lead product developer and project manager for creating data driven software solutions for industry specific clients. Specialized in Microsoft Server, Microsoft SQL Server, Microsoft Project, Microsoft Visual Studio, Microsoft Share Point Server, Windows OS, Internet Information Services, Macromedia (Adobe) products, Java Applets, Active Server Pages, SQL, XML, C#, Jscript and HTML web programming

President/Owner of New Market Productions

1996 - 1998

Founded and operated New Market Productions, specializing in custom data driven web applications and regional area's first 360° Panoramic Virtual Tour specialist. Clients included Nothangle Realtors, Judy Columbus Realtors, Mitchell Pierson Realtors, Local Area Home Builders, Health Club Facilities, Golf Courses and several car dealerships for creating interactive hands-on web based tours accompanied by voice narration.

Education

The College at Brockport, State University of NY

1995

B.A. in Broadcasting and Communications

Monroe Community College

1992

Associate Degree in Communications

KELLY BRADY

Additional Experience, Training, and Interests

- Board Member/PR Director for the Rochester Dream Factory chapter
- Webster, NY Pack 262 Cub Scout Den Leader, Cub Master and Committee Co-Chair
- Nothangle Realtors – Photographer, Database Administrator, Webmaster
- WHAM News Source 13 – Camera Operator, Video Editor, and Assistant Director
- WXXI – Assistant Director, Producer
- Project Management Training, Professional Team Leader Manager Training



Recommendation

Denise Fitzgerald, *Executive Administrator of the Medical Groups, Rochester General Hospital*

"I had the pleasure of working with Kelly Brady on the EMR selection and implementation process for the employed medical groups at Rochester General Hospital. His knowledge of the subject and "easy to work with" nature made this project a great experience. I would recommend Kelly for any tech positions he sought. I would also hire Kelly in my current role given the opportunity!"

Victoria Viglucci, *CIO, GRIPA (colleague)*

"Kelly is an incredibly diverse and talented IT professional. His breadth of IT knowledge is exceptional and when combined with his business and customer relationship skills he is unmatched in his ability to make any IT project successful. Kelly is an incredibly strong leader, loyal team member, innovative developer and solid project manager. Kelly has a varied skill set that allows him to be a contributor in many business areas. Kelly is a rare talent in today's IT market and his healthcare experience adds to his value."

Jim Gabalski, *Director of Sales, LogicalSolutions.net (business partner)*

"Kelly blends his passion for technology with a thorough understanding of healthcare marketing to envision and deliver thoughtful solutions in an industry that desperately needs them."

Jim Garnham, *VP, Contracting & Regulatory Affairs, GRIPA (colleague)*

"You really have to try hard not to like Kelly. He has good breadth of knowledge in IT and programming, but also the depth to be effective. This is a great combination to build trust with senior leadership. His outgoing personality makes him an indispensable asset."

KELLY BRADY

David Benoit, *Database Administrator, ViaHealth (colleague)*

"I have had the great pleasure of working with Kelly on two occasions now and I am always in admiration of the technical depth of knowledge that he possesses. He has the ability to work in depth with web, network, programming and the database layer which makes him a very diverse player in the IT community. Aside from Kelly's technical skills he has a wonderful personality that really adds to the team and overall to the company. I can't recommend his work strongly enough!"

Benjamin Smith CISSP, CPHIT, *Product Manager, Physician Technology Initiatives, GRIPA (colleague)*

"Kelly is a very dynamic professional. His excellent communication skills and depth of Information Technology knowledge give him the ability to quickly understand a customer's needs and provide them a solution to their problem. Kelly would be an excellent resource for any company to have."

Steven Coan, *Director, Business Development, Cognisight (colleague)*

"I've had the pleasure of working with Kelly for the past year and a half. He is a valued member of our sales team. Kelly brings a positive attitude that is contagious and fun to be around. He is always willing to lend a helping hand as well as being a quick learner on the job."

Mark O'Donnell, *Sr. Enterprise Software Consultant, Manning & Napier Information Services (colleague)*

"Kelly Brady is one of those rare people with a diverse and valuable set of business skills. He has deep knowledge and significant experience in all aspects of information technology; from hands-on development to project management, through business development. Kelly is excellent at interacting with C-level decision makers as well as support level staff. I have seen him in action many times, and he is very good at what he does. In addition, his attractive personality and natural sense of customer service would make him an asset to any organization that needs to put somebody with both technical know-how and sales skills in front of their clients or prospects. I look at Kelly as one of those key players essential to building the necessary trust required to close new business. Kelly's blend of technical knowledge, entrepreneurship, and sales experience would make him an invaluable part of any technology company looking to grow their business."