

Jeff Cameron

Principal Advisor

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Jeff has been advising healthcare leaders for over 27 years. Jeff's concentration has been in providing leadership in transformation of Healthcare Business. He has experience in leading and developing strategic plans, leading large transformation and a track record of delivery value to his clients. Jeff's has lead the design and build of numerous data analytics and electronic data exchange platforms. This includes the largest intermediary/clearinghouse platform in the US and one of the largest healthcare data warehouses in the US.

Jeff's primary areas of expertise is leading data driven system transformation. Building and leading teams to assess and deliver complex IT-enabled transformation programs. This includes determining appropriate architecture for complex systems, developing/managing implementation plans, and system assessment through applying enterprise architecture principles and drawing on wide experience with many complex healthcare and other IT initiatives. Advising IT leaders and their teams on how best to help their organizations drive innovation, create value, deliver efficiencies and mitigate risk

Jeff has focused his career on using advanced technology and new business models to create innovative end user applications in the healthcare industry. Beginning his career in the mid-west by transforming the laboratory information system leveraging data analytics to re-invent the billing system to double revenues. Over the years, he has leveraged is ability to bring new business models and technology together to help serve clients as well as build technology drive practices.

Most recently, Jeff lead the North American Payer practice for PA Consulting. He led the growth of the US payer capabilities and go to market strategy. This resulted in doubling of revenue over 3 years. Jeff concentrated on building the healthcare transformation business, operational improvements and bring technical innovation to clients. This included leading an effort to remove 75M of operational cost over 3 years from a large New York based payer.

Prior to PA Consulting, Jeff was a member of the leadership team at PwC. At PwC, he was responsible for leading the payer technology practice. During his 4 years as the leader of the group, the revenues grew from under \$15M to over \$200M, resources grew from 20 to over 200 and he maintained an attrition rate of under 2%. The growth was supported by a multi capability approach to the market which included HIPAA, core system implementations, care management, and information management.

Before joining PwC, Jeff was in charge of the enterprise architecture healthcare practice at Accenture. Over 15 years, Jeff served as a leader in the architecture practice. Leading

innovation technologies and supporting information management transformations. Some of these roles include;

- Lead architect for a 200M implementation of a core system for a large mid-west payer
- Architecture lead for a 25M development project to build a nurse based call center application
- Program director for Kaiser Permanente Information Management department (HealthConnect)
- Master Architect for health and life sciences practice

Mr. Cameron earned a Bachelor of Science in Applied Mathematics at the University of Wisconsin – Stout. He is also often requested to publish industry articles on new technology trends and the impact of government reform on the healthcare industry.