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Corporation INTEGRATED DEVELOPMENT SOLUTIONS

Program/Project Management Services
for
Real Estate Development

²M Corporation

IT Standard for Healthcare Telehealth/Telemedicine Innovation & Integration

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Telehealth vs Telemedicine

The World Health Organization (WHO) recognizes its own distinction between telehealth and telemedicine:

➢ Telehealth uses computer-assisted telecommunications to support management, surveillance, literature and access to medical knowledge,
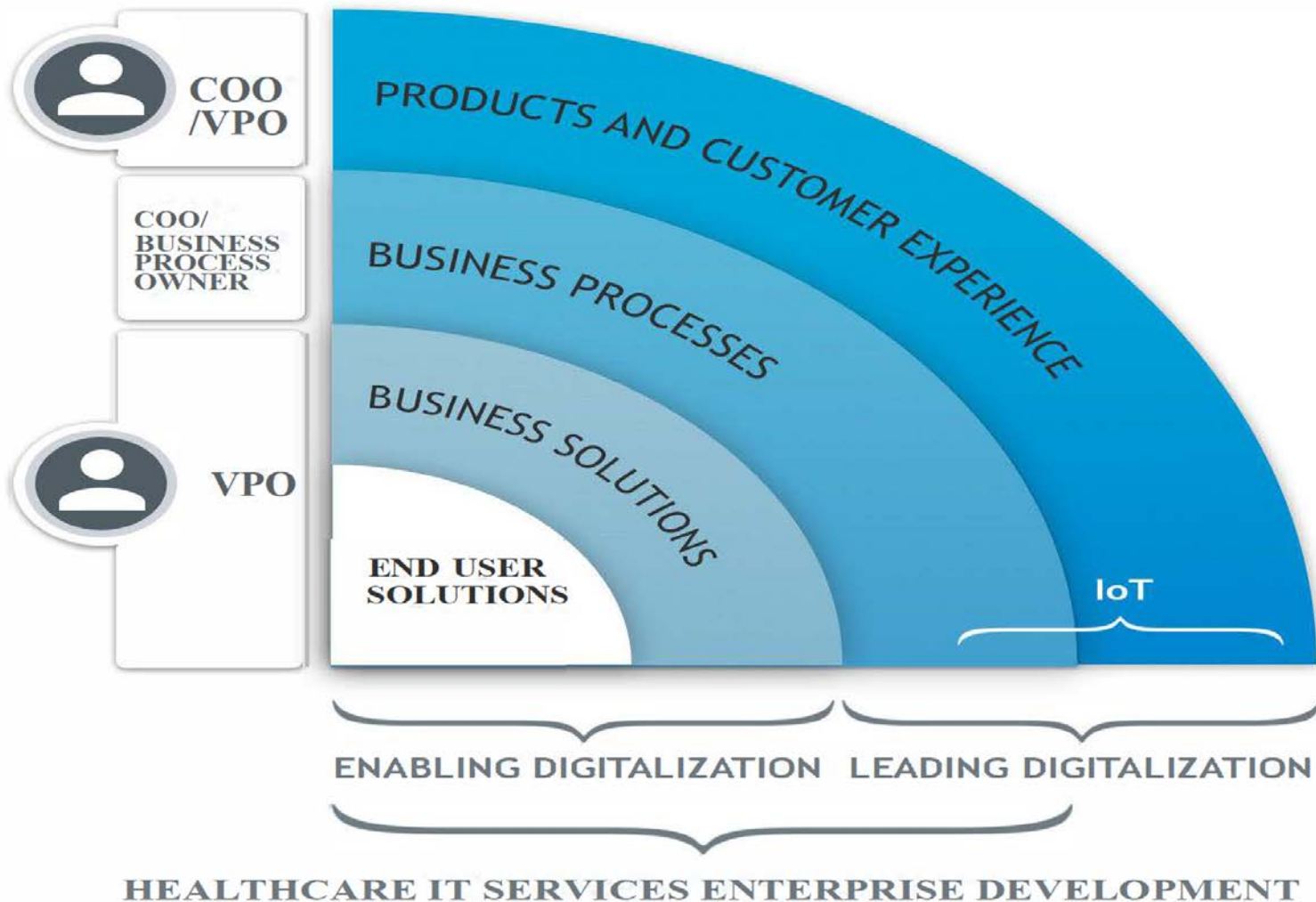➢ Telemedicine uses telecommunications solely to diagnose and treat patients.

2M Corporation embraces these service driven, value added paradigms to deliver on caregiver, patient centric, best practice, quality of healthcare outcomes. The tools envisioned to accomplish these outcomes are multi-tiered "digitalization".

Digitalization enables organizations to interact with their customers (staff/patients) in a profound way. Digitalization changes how organizations relate to their targets, deliver products and services, do preventive care delivery and add totally new functions and features to their existing platforms. With IT, it is possible to boost the efficiency of operations, create cost savings, and build competitive advantage through new business models, products, and services enabled by technology. All this is done together with Chief Operations Officer or the Chief Digital Officer (CDO) who is responsible for digitalizing customer and product processes with the support of physicians and healthcare providers. Creating a good staff/patient experience and successfully utilizing the Internet of Things (IoT) requires analytics and a holistic use of Enterprise Information data.

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Service Line Development Management Digitalization

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IT Standard for Healthcare, the 2M Approach

IT Standard for Healthcare, the 2M Approach differs from many other IT standards and frameworks because it is **simple and written in everyday language**. This makes it useful for everyone who wants to understand how IT functions in healthcare settings for Telehealth and Telemedicine should be governed in an organization. The basic framework illustration, called the grid, gives an overview of the five principle elements of IT Telehealth/Telemedicine management which are the following:

➢ Enterprise Development turns business/service line development initiatives into operational actions in IT,

➢ Strategy and Governance defines how IT operates and creates value for the healthcare system/facility(s),

➢ Sourcing and Supplier Management ensures that the healthcare system/facility(s) has the appropriate triage/support/delivery services that best fit its physician/caregiver purposes,

➢ Service Line Project and Development Management is essential for systems/facility(s) to improve and create new solutions/procedures to succeed in competitive, quality driven environments,

➢ Service Line Management offers patient-aligned services that ensure a continuum of care for efficient and uninterrupted healthcare operations and outcomes.

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the
IT Platform "Grid"

ENTERPRISE DEVELOPMENT	2M CORPORATION TELEHEALTH/TELEMEDICINE PARADIGM STRUCTURE				
STRATEGY AND GOVERNANCE	**BUSINESS RELATIONSHIP MANAGEMENT** Governance, Objectives and Communication	Strategy and Operating Model	Organization and Competence Development	Enterprise Architecture (Platform)	Security, Risk Management and Quality Assurance	Financial Planning and Control
SOURCING AND CARE MANAGEMENT	**ECOSYSTEM MANAGEMENT** Concept Development	Physician/Caregiver Patient Strategy	Category and Technology Management	Tendering and Sourcing Process	Physician/Caregiver Relationship Management	Performance Management (Quality Control)
PROJECT AND DEVELOPMENT MANAGEMENT	**PROJECT PORTFOLIO MANAGEMENT** Business Process Development	Pre-Study and Business Case	Planning and Commitment	Design, Development and Validation	Deployment and Training	Business Benefits Realization
SERVICE MANAGEMENT	**SERVICE PORTFOLIO MANAGEMENT** Enterprise Information Management	Service Development and Design	Service Integration and Quality	Service Transition and Operational Readiness	Service Operation and Support	Self Service and Automation (Patient Ready)

Why ²M *Corporation* ?

➢ Understands operational challenges to be mitigated by development/procedural processes,

➢ Unique understanding of Design, Development, Construction, Integration and Validation to achieve optimum operational outcomes for patient experience benefits,

➢ Experience quarterbacking the management of all key development deployments,

➢ Partnership approach from system/facility leadership to end user outcomes,

➢ Assure alignment of Service Line objectives with the overall Business Plan and keep all stakeholders up to speed on the monitoring of meeting those objectives,

➢ "Open Process" approach to achieve transition from platform deployment to a "Patient Ready" environment,

➢ Utilization of Checklist matrix to monitor checking all relevant boxes to achieve "Patient Ready" status for "Platform" rollout.

"Michael brings all the tools to accomplish a development project from start to finish. His work on our Reading Hospital project provided critical real estate and strategic assessments to guide ambulatory and Medical Office Building decisions. Michael's experience and approach delivered results and I'd highly recommend him as a development leader."

Rex Holloway, Regional Vice President
Hammes Company – Washington D.C.

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Corporation INTEGRATED DEVELOPMENT SOLUTIONS

Historical Client Relationships

➢ Government Relationships
  ➢ Department of Homeland Security
  ➢ Dormitory Authority State of New York (DASNY)
➢ Financial Institution Relationships
  ➢ Wells Fargo Bank N.A.
  ➢ Dime Bank
  ➢ GS Bank (Marcus)
➢ Healthcare Relationships
  ➢ Tower Health (Reading, PA)
  ➢ Vail Health (Vail, CO)
  ➢ Howard University Hospital (Washington DC)
➢ Academia Relationships
  ➢ Hebrew Academy of Nassau County (HANC)(Long Island, NY)
  ➢ Bronx Community College (Bronx, NY)

"Michael and I worked together in California on numerous complex healthcare projects in a highly regulated environment. He was able to manage all aspects of these projects and ensured that they were successful for us and our clients."

Craig Beam, President – Petra Integrated Construction Strategies – La Palma, California

Notes