

Information Technology Initiatives Assistance for Healthcare Organizations

Healthcare
IT

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Mark Debnam
CEO

BIO:

J. Mark Debnam is President and CEO of Quality IT Partners, Inc., the company he founded in 2000. Quality IT Partners is a family-oriented healthcare IT consulting firm with a passion for education, work life balance, and philanthropy. The firm is comprised of seven different application practice areas and eight management consulting entities supporting healthcare systems. As a native of Rockville, Maryland, Mr. Debnam received his Master's degree from the Johns Hopkins University where he studied computer science and data communications. Quality IT Partners has been named an honoree by Inc. 500/5000 for the past three years and

has recently been named one of the fastest growing small businesses in Baltimore by SmartCEO Magazine. The firm's corporate office is located in Mount Airy, Maryland serving clients throughout the US and worldwide.

About Quality IT Partners:

Quality IT Partners (Quality) is nationally recognized for its leadership in assisting healthcare organizations with challenging information technology initiatives. Our team of world-class technologists applies business operations knowledge to each assignment. We balance strategic thinking with the practical implementation of technology. Whether it be legacy systems or state-of-the-art infrastructures, we strive to help you achieve the greatest benefit from your investment.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Mr. Debnam, what is the mission, concept and vision at Quality IT Partners today?

Mr. Debnam: Our mission and vision at Quality begins with a strong focus on our people so that they may provide the highest quality of service and deliver the very best healthcare solutions to our clients.

CEOCFO: Would you tell us about the range of solutions that you offer?

Mr. Debnam: We offer solutions that range from management consulting through hands-on implementation services. This includes project management for large scale implementations, infrastructure enablement, systems integration and development for hospital systems nationwide. We support most of the

major healthcare information system vendors such as Cerner, EPIC, Siemens, Quadramed, and McKesson. Recently, we have expanded our service offerings to encompass ICD-10 and meaningful use. These focal points have become progressively strong regulatory requirements in healthcare. We have broad experience in the clinical and financial operations of healthcare organizations, and our people are subject matter experts in their fields of study. Many of our folks are registered specialists and healthcare provider professionals.

CEOCFO: There may certainly be a lot of overlapping areas, but nonetheless that is a very wide range. How do you develop expertise in so many areas? What is the key?

Mr. Debnam: First, the key is to hire great people with a proven track record of growth and success throughout their careers. Secondly, our company is highly focused on training and education. We invest heavily in the education of our staff to make sure that they are kept up to date on the very latest technologies and required certifications. We have nurses on board as well as other clinicians. Healthcare is a highly regulated business. It is critical in our services delivery to be healthcare industry current and technically savvy.

CEOCFO: When you are or someone in your company is speaking with a prospective client do they understand the difference? Is there an aha moment when they realize that quality is quality and that you offer something that others do not?

Mr. Debnam: In the thirteen years since founding the company, the business focus of our organization

has been to develop long term relationships with our clients. There are several components that factor into working with Quality. For example, many of our clients have been with us for ten years or longer, leading to an over 80 percent repeat business ratio. Our consultants are requested time and again to return for new assignments. From the onset, a goal of our company has been to develop and establish an outstanding reputation. Therefore, for us our success is based on performance and value. When we enter into a client's environment they can be assured that they are going to get top notch quality services, and that we will go the extra mile to deliver those services.

CEO CFO: Given the Affordable Care Act and all of the controversy, are you doing much hand holding with your clients? How do you provide answers when there is so much confusion, controversy, misconception, etc?

Mr. Debnam: There is a lot going on in healthcare in general. Everyone is talking about it. There are many areas we are tackling where our services are on the cutting edge of today's healthcare challenges. We have one client for example that has been a very long-term client of ours. We are assisting with the management of their Meaningful Use Stage Two implementation project. This is a complex effort that requires a great deal of hand-holding as this is a completely new requirement for healthcare organizations to follow. Our advantage is our experience, knowledge of the client environment, and knowing what to expect coming down the path. There is immense pressure on healthcare organizations

now with the Affordable Care Act and the responsibility of electronic medical records usage going forward. The pressure is transitioning into fee and cost control. Technology plays a huge role in that, but technology is expensive in and of itself. Therefore, you have to make a compelling case that you have the knowledge to advise in mission critical situations. Healthcare is shaping into a much different landscape than we have ever known and hand-holding is crucial to our client's success.

CEO CFO: Do you do much outreach to potential customers or does everyone know you and come to you these days?

Mr. Debnam: At Quality, we have a healthy balance of ongoing new

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customer outreach initiatives and opportunity where our reputation has transitioned into new and repeat business. As a national company we have a strong established reputation in the healthcare industry.

CEO CFO: How is business?

Mr. Debnam: Business is strong. In the past few years we have seen a consistent uptick. We have gained a lot of business in assisting healthcare organizations migrate, upgrade, and update to new service levels in their systems, both financially and clinically. I believe that in the foreseeable future, particularly with

the pressures that are going to be on healthcare, technology is going to play a key role in helping keep cost down and be more efficient in the care delivery process.

CEO CFO: Quality IT Partners launched your philanthropic program in 2011. Where do you focus your efforts and why is that important for you and for the company?

Mr. Debnam: Philanthropy is one of the most important things we do as a company. If you have researched our company you may know that one of our large philanthropic causes is our “One Patient, One World” initiative. We are compassionate to the plight of what patients are facing in healthcare – and to our customers who are working so hard to care for their patients. We want to be involved in every way we can to give back to our industry, our customers, and people who face some of the most difficult and challenging journeys of their lives.

CEO CFO: Why does Quality IT Partners stand out as a company?

Mr. Debnam: There are a number of reasons why we stand out. For example, most clients who have worked with our company are aware that we are a very family oriented company. We are highly dedicated to the success of our client's business and to the lives of our people. We espouse a strong work / life balance recognizing the importance of family, and the value of staff collaboration. We are a very close knit company here at Quality and we believe that stands out as a key differentiator as our clients interact with our teams.

