

## Nancy P. Rooney, MBA

### Senior Associate

**Nancy Rooney, MBA**, is a versatile health information technology professional with over 30 years experience in client relations, sales, consulting, business analysis, and customer support, including 12 years experience in health information technology. She has worked with hospitals and health systems in business planning, system selection, contract negotiation, and cost / benefit analysis of IT projects.



### Representative Client Experience

- As Account Executive for healthcare technology vendor, developed business plans and proposals tailored to client strategic business objectives and operational priorities. Led company and third-party provider teams in understanding client's organizational requirements. Worked with clinical and operational teams, and with executive management, to successfully develop project plans and proposals, and to negotiate contracts for software and services that achieved hospital goals. During implementation process, provided leadership in identifying client issues and driving for needed changes in products, processes and/or services.
- As Vice President, Financial Consulting company, managed consulting projects that provided IT managers with analyses of the financial and business impact of implementing best practices in reducing IT cost of ownership.
- As Senior Financial Analyst for nationwide HMO, served as in-house financial consultant to medical director and chief nursing officer, and worked with clinical leadership team to identify requirements and solutions for business and financial needs.

### Subject Matter Expertise

- Business Planning
- Financial Analysis
- System Evaluation and Selection
- Contract Negotiation



## Prior Experience

Prior to entering the consulting arena, Ms. Rooney spent ten years as an Account Executive at QuadraMed (healthcare software and services firm), three years as a Vice President, Financial Consulting for an IT financial consulting services company, and several years at Kaiser Permanente - Mid-Atlantic Region, as in-house financial consultant to the medical director and chief nursing officer for the Maryland region.

## Education/Affiliations

Ms. Rooney received a Bachelor of Arts degree from LaSalle University (Political Science) and a Masters in Business Administration (Finance) from Temple University. She is involved in professional groups, such as The Healthcare Technology Network of Greater Washington.

### **Associated with HCIC since 2012**

11/2012