

Medical industry IT start-up plugs into big contracts

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THE STORY

Former Healthlink Inc. executives Ivo Nelson and Dana Sellers formed Encore Health Resources LLC to provide information technology consulting services to the provider segment of the health care market.

Encore was set up to work with hospital clients to improve their information systems. The focus was to be in three areas: Integrating



Nelson



Sellers

the federal government's stimulus package, which has \$20 billion earmarked for health care IT; helping hospitals run more efficiently based on data being gathered; and assisting hospital clients with clinical and business systems.

Encore currently has 10 employees. Nelson is chairman of the company, while Sellers is president and CEO.

Both Nelson and Sellers were already employed by Healthlink — Nelson as founder, and Sellers as president and chief operating officer — when the company was acquired by IBM Corp. in 2005.

NOW

Less than a year after its formation, Encore wasted no time in securing some high-profile deals.

The company recently signed partnership agreements with both Redmond,

Wash.-based Microsoft Corp. and Austin-based Dell Inc.

Sellers says Encore will be working alongside Microsoft to assist companies with their electronic data.

"We help clients look at the data they have in different ways and more efficiently," she says. "It also allows our clients to develop strategies."

With Dell, Encore will assist physician clients who use Dell products by helping them transform their physician office processes to take advantage of electronic records and use them in what Sellers says is a "more meaningful way."

The two contracts don't have a specific value, Sellers says, but are ongoing relationships in which Encore will work with clients using both Microsoft

and Dell products.

"As the number of health providers using Microsoft Amalga and HealthVault continues to grow, Microsoft is building relationships with consulting organizations that have strong reputations, bring deep expertise in health care and can offer our customers value-added services that complement our solutions. We're pleased to collaborate with Encore Health Resources in this capacity," a Microsoft representative said in an e-mail.

The addition of Microsoft and Dell products has expanded Encore's client base to 15, ranging from universities to hospitals.

Sellers says Encore has 41 full-time employees, and is adding about 10 a month. Thanks to the new deals, she expects the company's roster to number more than 100 next year. ■

