NewVantage Partners Launches Healthcare Practice
Industry Veteran Carl Ascenzo Takes the Lead

BOSTON -- April 1, 2013 -- NewVantage Partners, a leading consultancy helping business and technology executives discover the power of their data for business solutions, has named former Blue Cross of Massachusetts CIO and healthcare expert Carl Ascenzo as Partner and Leader of its Healthcare Practice – a new offering that enables healthcare and life sciences firms to leverage information sources and Big Data capabilities to make analytically-driven decisions that create efficiencies, improve quality, increase revenue, and reduce costs.

NewVantage Healthcare
NewVantage Healthcare provides life sciences, providers and payers with best practices and cross-industry answers to deliver enterprise information management that enables successful business initiatives across the enterprise. Whether focusing on patient centricity or generating revenue, major forces impacting healthcare require enterprises to develop the information and analytic competencies that are needed to survive and thrive. Big Data has quickly become part of the solution, and NewVantage is uniquely poised as an experienced partner to help businesses leverage data to deliver maximum results.

“From balancing Big Data with traditional business intelligence to using data-driven insights for faster and better business decisions, NewVantage Partners can guide healthcare organizations to generate new levels of profitability,” said Randy Bean, co-founder and managing partner, NewVantage. “We have been fortunate enough to sign on Carl Ascenzo, an experienced CIO and widely recognized healthcare expert, to lead this effort and help our healthcare clients translate the value of their information into innovative business solutions and initiatives.”

Top Healthcare Talent
Carl Ascenzo brings extensive expertise in healthcare and life sciences to his role at NewVantage. Carl was CIO and senior vice president for Blue Cross Blue Shield of Massachusetts from 2000-2008, when he led the organization’s information technology strategy, architecture, development, and operations. He was previously a partner and practice leader with Price Waterhouse Coopers (PwC), and vice president of IT for Aetna Life and Casualty.

Carl also served as Head of Global Healthcare Solutions for Virtusa, and was chairman and director for Casenet, an early stage health care firm. Carl has been a director of the Massachusetts Health Data Management Consortium, and director and member of the executive committee for the Massachusetts E-Health Collaborative. A founding member of the CIO Executive Council, he has received numerous awards for IT leadership, and holds a BS from Western New England University.

Working with Carl in NewVantage Healthcare will be Rich Sokolosky, NewVantage Principal and Life Sciences Lead. Rich brings a deep background in business intelligence and in the
application of data for pharmaceutical, biotech, and medical device clients. Rich previously held senior positions at Humedica, Trinity Pharma Solutions, Microstrategy, and American Management Systems, and was a founder of Healthcare Data Insights. Rich holds a BS from Rensselaer Polytechnic Institute and a MA from The George Washington University.

“Information will be the fuel that transforms healthcare and improves performance,” said Healthcare Practice Leader Carl Ascenzo. “Organizations have huge amounts of latent value in information assets -- harvesting that value with analytics and insights across the enterprise will create competitive advantages, monetize that value, and develop an analytics-driven decision-making culture.”

Health Care Big Data Executive Thought-Leadership Breakfast
On May 21, NewVantage Partners will host a Health Care Big Data Executive Thought-Leadership Breakfast in Boston. NewVantage Partners executive thought-leadership roundtable discussions bring together a select community of senior business and technology executives, noted authors, and thought-leaders. The May breakfast will feature a discussion of the role and promise of Big Data in the healthcare industry. Participants will include NewVantage advisor and Harvard Business School Professor Tom Davenport, author of the best-seller Competing on Analytics, and ranked among the most influential business and technology analysts in the world.

About NewVantage Partners
Founded in 2001, NewVantage Partners is a leading consultancy helping business and technology executives discover the power of their data for business solutions. NewVantage Partners is comprised of business and technology pioneers in information and analytics, with a history of success that attracts and rewards Fortune 1000 clients seeking to gain control of their data assets and leverage their value for maximum profitability.

NewVantage Partners’ team of seasoned executives, industry thought leaders and domain experts in data, analytics and business transformation serve as trusted advisors to their clients and employ an integrated business and technology framework to enable critical strategies for success.

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