



McFARLAND
ASSOCIATES, INC.

A CATALYST FOR EXCELLENCE IN HEALTH INFORMATION TECHNOLOGY

*Promoting Electronic Health Record Adoption and
Health Information Exchange Through Strategic Partnerships*



CORPORATE CAPABILITY STATEMENT

A Merging of Humanity and Technology

*Dedicated to improving the quality of life for the underserved
by enhancing access to information and services*



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May 2009

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PRESIDENT'S MESSAGE



George C. McFarland, M.S.W.
President and Chief Executive Officer

Thank you for your interest in **McFarland & Associates, Inc.** We proudly present an overview of our corporate capabilities in the Obama Administration's priority area of Health Information Technology (HIT). This exciting, vitally important field is McFarland & Associates' fastest growing service area. Through strategic partnerships with subject-matter experts and leading industry providers, we offer immediate access to a unique range and depth of HIT services and products.

McFarland & Associates' corporate commitment, experience, and assets augment and support our strategic partnerships. I invite you to learn more about our company by visiting our corporate Web site at www.mcfarlandassociate.com.

I founded McFarland & Associates in 1989, on the belief that offering high-quality research, evaluation, and management services in support of health, education, and the social sciences will improve the lives of the Nation's disadvantaged racial and ethnic populations. This philosophy evolved from my decades of experience and education in health-related issues and from my lifelong commitment to addressing our Nation's most important social challenges.

Our company's highly qualified, dedicated staff and I have broad experience in providing consultant services to public and private organizations engaged in HIT, research, evaluation, logistical support, and program operations. Our strategic partnerships help to expand our scope of services and extend our reach across the Nation.

ISSUES AND AREAS WE ADDRESS:

- ◆ Health Information Technology
- ◆ Substance Abuse Prevention, Intervention, and Treatment
- ◆ Juvenile Crime and Delinquency Prevention and Rehabilitation
- ◆ HIV and AIDS-related Services
- ◆ Epidemiology
- ◆ Child and Adult Education
- ◆ Programs that address needs unique to women, children, and families
- ◆ Programs that reach out to vulnerable populations, such as the homeless and individuals with mental illness

Our commitment to addressing social, educational, and health issues using state-of-the-art technology, strategically positions McFarland & Associates, Inc. to provide creative, cost-effective solutions for both public and private-sector clients. We welcome the opportunity to meet your needs and surpass your expectations. Please feel free to contact me at **301.589.0780** or gmcfarland@mcfarlandassociate.com.

George C. McFarland, M.S.W.
President and Chief Executive Officer





INTRODUCTION TO MCFARLAND & ASSOCIATES, INC.

McFarland & Associates, Inc., a management and professional services firm, has been providing responsive, cost-saving support to Federal, State, and local government agencies; nonprofit organizations; universities; and private-industry clients since 1989. Headquartered in Silver Spring, Maryland, McFarland & Associates is a Small Business and a 2001 graduate of the U.S. Small Business Administration's 8(a) Business Development Program. We provide customized services and products for information technology and management. In addition, program evaluation, survey research, technical assistance, conference and meeting support, and publication and document preparation are part of our extensive offering list.

McFarland & Associates brings added value to every project we undertake. Our clients have stated that we achieve this through superior commitment to our services and products, the ability to understand and deliver more than the client's perceived needs, and a unique appreciation of—and empathy for—the needs of underserved populations.

McFarland's clients and collaborators benefit from the experience and knowledge of our staff and our hundreds of expert consultants in diverse disciplines, including HIT, mental health, substance abuse prevention and treatment, education, social services, family strengthening, and logistics support. Many of our consultants have worked with us throughout our 20-year history. Our full-time staff and other professionals perform the following services, and many others, with consistently high accuracy, quality, and productivity:

- ◆ Design and set up electronic information and communication systems.
- ◆ Design and conduct small- to large-scale research studies and program evaluations.
- ◆ Conduct and document surveys, needs assessments, and training programs.
- ◆ Develop health and other social marketing strategies.
- ◆ Manage meeting, logistical, administrative, and technical support services for public and private clients.
- ◆ Design and produce collateral materials for these activities.

McFarland & Associates is dedicated to improving the health, educational, social, and economic status of all persons, with an emphasis on minority populations. Our cultural competency has evolved from decades of experience and education, and directly benefits our clients, their organizations, and stakeholders.

McFarland & Associates' many distinguishing capabilities include the following:

- | | |
|--|---|
| ◆ Investments in technology for our clients' benefit | ◆ Consistent ontime payments to vendors |
| ◆ Global perspective, interests, and services | ◆ Outstanding past performance ratings |
| ◆ Superior record of ontime deliveries | ◆ Consistent receipt of full award fees |
| ◆ Consistent cost savings for clients | ◆ Success as a Prime Contractor and a Subcontractor |
| ◆ High staff continuity on contracts | ◆ Consistent ontime reimbursements to participants |
| ◆ Excellent financial stability and credit | ◆ Flawless payment record on vouchers to clients |

McFarland & Associates is highly regarded for innovation and forward thinking—assets that contribute significantly to our **high win rate for new and repeat business**. Our sophisticated abilities and applications reflect our experience, advanced degrees, and commitment to continuing education. We also take pride in our award-winning professional and community service, which has improved lives within and beyond the District of Columbia area.



I. OVERVIEW OF THE HIT MARKET

The Obama Administration is committed to improving the quality of healthcare and reducing the cost of healthcare services. Reducing the cost of healthcare is central to the Administration's efforts to improve the overall economy, and unless we are effective in reducing healthcare cost and improving the quality of services, the cost of healthcare will continue to stall overall efforts aimed at economic recovery.

Entrepreneurs, legislators, information technology (IT) professionals, and others began envisioning, designing, and testing elements of HIT many years before it became a national priority. However, the impetus for a nationwide system for medical information exchange—a principal purpose and goal of HIT—is only 4 years old. The U.S. Government first awarded contracts and grants in 2005 to begin establishing a national health network. In November 2005, the U.S. Government characterized Federal healthcare IT efforts as moving into an implementation phase.

President Obama has established the priority of standardizing and computerizing all U.S. health records within 5 years. The President also wants to create a unified lifetime electronic [health] record for members of the military services, which requires new systems that streamline current operations and ensure rapid exchange of patient information between the Departments of Defense and Veterans Affairs. Federal stimulus spending for HIT is almost \$20 billion under the American Recovery and Reinvestment Act of 2009 (ARRA).

The importance and the timeliness of HIT cannot be overstated. In response to his selection by President Obama as National Coordinator for Health Information Technology (announced in a U.S. Department of Health and Human Services News Release dated March 20, 2009), Dr. David Blumenthal commented, "As a primary care physician who has used an electronic record to care for patients every day for 10 years, I understand the enormous potential of this technology. President Obama has laid out a vision of health reform that is both inspiring and long overdue. We cannot make that vision a reality without the help of our most advanced computer technology."

While the current focus is on domestic HIT applications, McFarland & Associates understands that the HIT market has become global. Government and private organizations in Europe (e.g., United Kingdom, Ireland), Africa, and the Middle East are purchasing HIT solutions. **With our international perspective on HIT Excellence, we foresee long-term, lucrative outcomes for our clients and our strategic partners.**

McFarland & Associates is attuned and responsive to a myriad of issues in the HIT market. For example, privacy and security rules governing the use of personal health information are being revised under guidelines provided in the Health Information Technology for Economic and Clinical Health (HITECH) Act, part of ARRA. HIT certification also is a prominent issue. Open-source technologies are receiving increased attention as effective solutions in certain settings (e.g., for healthcare providers in rural or other medically underserved areas). Electronic prescribing (e-prescribing or e-Rx) has increased dramatically in the past 3 years, with continued growth anticipated.



In monitoring and analyzing the HIT market, McFarland & Associates studies the activities of key offices, organizations, and programs. We keep abreast of their activities, priorities, positions, decisions, and alliances, particularly as they pertain to initiatives and legislation. The entities of interest include the following:

- ◆ eHealth Initiative (eHI)
- ◆ Office of the National Coordinator for Health Information Technology (ONC)
- ◆ Nationwide Health Information Network (NHIN) CONNECT Initiative
- ◆ Certification Commission for Healthcare Information Technology (CCHIT)
- ◆ Healthcare Information Technology Standards Panel (HITSP)
- ◆ Healthcare Information and Management Systems Society (HIMSS)
- ◆ National eHealth Collaborative (NeHC)
- ◆ Open eHealth Foundation (OeHF)
- ◆ Center for Health Transformation (CHT)

Several nontechnical developments in the HIT market have altered the mechanisms, timeframes, and approaches for seeking HIT-related contracts and grants. For example, the lead time with which contract and grant opportunities are announced has decreased substantially. In some organizations and HIT fields, lead times that were 1 month are now 1 week; furthermore, firms pursuing stimulus funds must be able to respond within unprecedented short lead times (e.g., within days rather than weeks) and to provide “shovel-ready” projects.

The field of HIT will continue to grow, at least throughout the planned 10-year period of healthcare reform in the U.S. In fact, HIT is inextricably linked to the drastic and challenging reforms sought by the Obama Administration. On every front and on others likely to emerge, HIT will play a prominent role in moving the Nation forward. President Obama’s fiscal year 2010 budget will seek a strong vote of confidence in HIT—and in its role over the next 10 years—from Congress. The President has described the \$19 billion for HIT in ARRA and his plan to spend \$635 billion over 10 years on healthcare as a down payment on healthcare reform.

Simply put, the HIT market is huge and segmented. In McFarland & Associates’ hands, this market represents scores of opportunities for solutions and strategic partnerships. For example, a majority of U.S. hospitals have not yet invested in electronic medical record technology, citing the expense and incompatibility of records management systems as obstacles to adopting the technology. McFarland & Associates’ strategic partners have the expertise, services, and products to address this challenge with customized enterprise solutions.

McFarland & Associates continually monitors the HIT market and the influence of new and refined priorities and revenue sources. Our approach to achieving HIT Excellence is aligned with current market conditions and flexible enough to respond quickly and intelligently to this dynamic environment. Concurrent with inevitable advances in microprocessing, data accessibility, telehealth, and related disciplines, the HIT market will continue to evolve rapidly. Through our present and forthcoming strategic partnerships, **McFarland & Associates is ideally positioned to respond to the current and future HIT marketplace.** Our vision, preparation, and financial resources enable us to forecast and respond quickly to opportunities. With our network of subject-matter experts (SMEs), prominent vendors, and inhouse resources, McFarland & Associates is **the** Catalyst for HIT Excellence.



McFARLAND & ASSOCIATES AS A CATALYST FOR HIT EXCELLENCE

McFarland & Associates is **solution focused, not vendor focused**. This perspective guides our selection of specific strategic partners as well as the mix of HIT solutions we can provide. We collaborate with our partners to identify the most responsive and cost-effective approaches to delivering HIT solutions. McFarland & Associates orchestrates and facilitates creating thinking and problemsolving among our strategic partners, resulting in cutting-edge technologies and applications that maximize return on investment (ROI).

McFarland & Associates offers an enterprise solution. With every HIT technical and product area addressed through our consortium of partners, McFarland & Associates provides access to farsighted solutions that help to assess needs, increase productivity, streamline operations, and enhance information sharing. As a Catalyst for HIT Excellence, we work with our strategic partners to identify the products, services, and interpersonal relationships that will deliver the most responsive, secure, and affordable enterprise solution.

THE ROLE OF McFARLAND & ASSOCIATES' STRATEGIC PARTNERS

McFarland & Associates has forged strategic partnerships with numerous HIT SMEs and leading industry providers of HIT-related products and services. With their specialized and complementary skills and areas of expertise, our strategic partners distinguish McFarland & Associates as a Catalyst for HIT Excellence. Our corporate project experience, staff credentials, and infrastructure augment and support our partners' superior HIT capabilities.

McFarland's partnerships continue to evolve as we identify additional skills, products, and planned innovations to add to our toolbox. The breadth and depth of our strategic partnerships enable McFarland & Associates to respond immediately to opportunities; moreover, **these alliances maximize ROI by using best practices and by delivering customized products and services.**



II. SKILLS AND EXPERTISE

McFarland & Associates' strategic partners include SMEs serving as consultants. We have consultant relationships in place with these individuals, so they are immediately accessible. Several of these consultants are presently helping to expand McFarland & Associates' network of HIT professionals and areas of HIT Excellence. Others actively promote EHR adoption, HIE, and other priority areas of HIT daily in their professions and in their publications.

The consultants among McFarland & Associates' strategic partners possess skills and expertise in the following areas, among others:

- ◆ Project Planning and Management
- ◆ Implementation
- ◆ Quality Assurance (QA)
- ◆ IT Support
- ◆ Systems Design and Engineering
- ◆ Security Management
- ◆ Imaging Solutions
- ◆ Training
- ◆ Programming
- ◆ Informatics/Clinical Support
- ◆ Curriculum Development
- ◆ SME Services
- ◆ Budgeting and Financial Analysis

Figure 1 provides an overview of McFarland & Associates' current HIT consultants. Their respective years of experience, diverse academic and professional backgrounds, and prominence qualify them to achieve HIT Excellence. McFarland & Associates methodically established relationships with these consultants to best address the current and forthcoming needs in the HIT marketplace. We also access the exceptional talent and resources of university-based HIT operations, such as James Madison University's Center for Innovation in Health and Human Services in Harrisonburg, Virginia.

FIGURE 1. MCFARLAND & ASSOCIATES' CURRENT HIT CONSULTANTS

HIT Skills and Expertise														
Consultants	Yrs. of Experience	Project Planning and Management	Implementation	Quality Assurance (QA)	IT Support	Systems Design and Engineering	Security Management	Imaging Solutions	Training	Programming	Informatics/Clinical Support	Curriculum Development	SME Services	Budgeting and Financial Analysis
Louis Buell	6	●		●	●	●	●			●			●	●
Mark Chambers	27	●		●	●	●	●		●	●	●	●		●
Mary Crimmins	30	●	●	●	●	●	●		●		●	●	●	●
Walt Faggett	40+	●	●	●	●	●	●	●	●		●	●	●	●
Mark Fehling	20+	●	●	●	●	●	●						●	●
Philip Gelda	20+	●	●	●	●	●	●	●	●	●	●	●	●	●
Leroy Hackett	28	●	●	●	●	●	●		●		●	●	●	●
Joyce Hunter	30	●	●	●	●	●	●		●	●	●	●	●	●
Mary McCall	25	●		●					●		●	●	●	●
Ramon Richards	10	●		●	●	●	●		●			●		●
Larry Rogers	25+	●	●	●	●	●	●		●			●	●	●
Michelle Singletary	15+	●	●	●	●	●	●		●	●	●	●		●
Marc Wine	37+	●	●	●	●	●	●	●	●	●	●	●	●	●





III. MAJOR PRODUCTS AND SERVICES

McFarland & Associates' strategic partners also include prominent HIT/healthcare companies and organizations. We have teaming relationships in place with all of these vendors, so they, too, are immediately accessible. Along with our consultant partners, several of these vendors also are presently helping to expand McFarland & Associates' network of HIT professionals and areas of HIT Excellence.

The vendors among McFarland & Associates' strategic partners offer the following products and services, among others:

- ◆ e-Health Records
- ◆ HIE
- ◆ Personal Health Records
- ◆ e-Rx
- ◆ e-Lab Device Interfaces
- ◆ Imaging
- ◆ Telehealth
- ◆ Privacy and Security
- ◆ Curriculum Development and Training
- ◆ Research and Development (R&D)
- ◆ e-Patient Billing
- ◆ Data Warehousing
- ◆ Patient Data Hubs
- ◆ Reporting and Analytics
- ◆ Systems Integration
- ◆ Master Patient Index
- ◆ Patient Lookup Tools

Through our strategic partners and inhouse resources, McFarland & Associates also offers medical remote education, practice management packages, logistics management, and administrative support.

Figure 2 provides an overview of McFarland & Associates' current HIT vendors. Their products and services, innovation, records of ROI and customer satisfaction, and prominence qualify them to achieve HIT Excellence. McFarland & Associates also established these relationships to best address the current and forthcoming needs in the HIT marketplace.

FIGURE 2. MCFARLAND & ASSOCIATES' CURRENT HIT TEAMING RELATIONS/VENDORS

Teaming Relations/ Vendors	Products and Services														Master Patient Index	Patient Lookup Tools
	e-Health Records	HIE	Personal Health Records	e-Rx	e-Lab Device Interfaces	Imaging	Telehealth	Privacy & Security	Curric. Develop. & Training	R&D	e-Patient Billing	Data Warehousing	Patient Data Hubs	Reporting & Analytics	Sys-tems Inte-gration	
Aligned Development Strategies, Inc.	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Allscripts	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Browsersoft	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Competech SmartCard Solutions	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
COSI	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
DataNet Systems Corp.	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Document Storage Systems, Inc.	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
eClinicalWorks	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Global eSolutions Group	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Language & Computing	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Medsphere Systems Corp.	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
MedVirginia	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
OpenHPI	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Vista Software Alliance	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
WorldVista	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●





Aligned Development Strategies, Inc.

www.goadsi.com



Allscripts

www.allscripts.com



Browsersoft, Inc.

www.browsersoft.com



Competech SmartCard Solutions

www.competech.com



COSI

www.shepherd.edu/surc/cosi/



Virtual Center for Collaboration, Open Solutions, and Innovation (COSI) in Healthcare, sponsored by Shepherd University Research Corporation

DataNet Systems Corporation

www.dnscorp.com



Document Storage Systems, Inc.

www.dssinc.com



eClinicalWorks

www.eclinicalworks.com



Global eSolutions Group

www.globalesolutionsgroup.com



Language & Computing

www.landcglobal.com



Medsphere Systems Corporation

www.medsphere.com



MedVirginia

www.medvirginia.net



OpenHPI

www.openhpi.org



VistA Software Alliance

www.vistasoftware.org



WorldVistA

<http://worldvista.org>





IV. SUMMARY OF CAPABILITIES

McFarland & Associates' offers a range and depth of capabilities that respond to today's and tomorrow's challenges. We are excited by current and future opportunities within and beyond the HIT arena—and we have the people, products, proficiency, and preparation to suggest and implement solutions immediately.

As demonstrated and summarized in this capability statement, McFarland & Associates is a true Catalyst to HIT Excellence. While this document addresses EHR, HIE, and other vital HIT topics, our corporate and team capabilities respond to needs in scores of other areas as well.

To recap and underscore some key points about our capabilities...

- ◆ McFarland & Associates brings added value to every project we undertake.
- ◆ We offer skills and expertise in more than a dozen critical HIT areas from a growing talent pool of SMEs, and our consultants are immediately available.
- ◆ We offer more than a dozen sophisticated, solutions-oriented products and services from leading HIT vendors, and these partners are immediately available.
- ◆ McFarland & Associates is a 20-year success story of vision, financial stability, and superior problemsolving skills.
- ◆ In addition to HIT-specific solutions, we offer information technology and management, program evaluation, survey research, technical assistance, conference and meeting support, and publication and document preparation.
- ◆ McFarland & Associates is solution focused, not vendor focused.
- ◆ McFarland & Associates offers an enterprise solution.

Our capabilities are a strategic combination of technical and interpersonal skills, enhanced by long-term industry leaders savvy in politics and legislation. We have assembled, and continue to attract, HIT professionals and others who are committed to healthcare reform, solutions to security and privacy concerns, and other pressing issues and priorities. McFarland & Associates is a catalyst to the minds and the means that can have a positive, lasting impact on the welfare of our Nation and its citizens. With a particular dedication to disadvantaged and underserved populations, we welcome the opportunity to apply our capabilities to social challenges for all groups and situations.



CONCLUSION

At McFarland & Associates, Inc., we believe that the economic health of the Nation is tied to our success in improving access to high-quality healthcare services that are available at a reasonable cost. We also believe that our efforts to reform the healthcare system must address the social and economic needs of all citizens, and that services must be widely available and cost effective. Our Nation must develop a better understanding about where new efficiencies can be leveraged to drive down the cost in instances where better access to information can improve service quality. No one event or issue alone caused the HIT and healthcare demands or other critical problems facing our Nation. To that end, ***McFarland & Associates is dedicated to helping organizations use accurate, relevant data and information to strengthen and sustain promising programs and grow vibrant communities—thereby creating opportunities for all to lead productive, meaningful lives.*** In working to achieve this mission, our staff follow the principle that it is not the talent of the individual but the combined power of group members that creates synergy.

Please visit our Web site, ***www.mcfarlandassociate.com***, to learn more about our company and our capabilities.

We hope to have the opportunity to acquaint you with our solutions and with our strategic partners. McFarland & Associates is pleased to expand upon this capability statement through discussions and demonstrations. If you have any questions or any urgent requirements, please contact us. We look forward to working with you.

Thank you for your interest in McFarland & Associates.

CONTACT US

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