

Keith Cox named CEO to direct Tennessee's Health Information Exchange

Nashville, TN Jan. 4, 2011 – The Health Information Partnership for Tennessee (HIP TN) has hired Keith Cox, a health IT veteran with 26 years of experience as an entrepreneur and corporate executive, to lead the creation of a statewide health information exchange (HIE) for providers, physicians, hospitals, other health care organizations and consumers.

The HIP TN board selected Cox on Dec. 16 as its chief executive officer with responsibility to oversee the \$11.6 million federal grant for creating the health information exchange network. Cox will head up the not-for-profit which is working to connect regional health information organizations (RHIOs) across Tennessee and create a network of networks that will allow health care providers to share information to improve patient care and outcomes.



“I am excited to be working to move this project forward to improve the technology available for Tennessee's health care system so that patients and providers can have the information they need as quickly as possible to deliver the best health care possible,” Cox said. “Tennessee is recognized as a national leader and I look forward to building a team that will make our state a model for health information exchange.”

HIP TN is a partnership of stakeholders working to establish a health information exchange (HIE) in Tennessee in collaboration with the state's Office of eHealth Initiatives and the Tennessee Regional Extension Center. It works to improve access to health information through a statewide collaborative process by providing services and infrastructure for the secure electronic exchange and use of health information.

In October, the HIP TN board contracted with Axolotl Corp., a leader in health information exchange services and solutions, to build the state's HIE infrastructure over the coming year. Cox will take on the CEO role as HIP TN prepares to meet a July start-up date for the first phase of the health information exchange.

“Keith brings a background in working with startup enterprises and large corporations, as well as a unique blend of experiences in healthcare, technology, and business development that we believe will allow him to lead this extraordinary effort,” said HIP TN Board Chair Dr. Robert Mandel.

Cox joins HIP TN after serving as Chief Technology Officer for A.D.A.M., Inc. a provider of health information and benefits technology solutions. Prior to working for A.D.A.M. he was with the Microsoft Corporation, where he was Director of Global Partner Business Development in Developer & Platform



Evangelism, a division of Microsoft's Server and Tools Organization. There he led business development and technology strategy initiatives for Microsoft's largest global partners in healthcare.

Before joining Microsoft Corporation in 2001, Cox held the position of Vice President of Software Development for Royal & Sun Alliance Insurance Group. Previously, Cox was co-founder and Chief Technology Officer of JobCostOnline.com and was a co-founder of Healthcare.com. In his career, Cox held senior technology leadership and advisory positions with McKesson/HBOC, Gerber Alley/First Data Corporation and BellSouth Telecommunication's Science & Technology organization.

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Health Information Partnership for Tennessee (HIP-TN) is a non-profit organization formed in 2009 which works to improve access to health information through a statewide collaborative process by providing services and infrastructure for the secure electronic exchange and use of health information. HIP-TN brings together stakeholders representing the state's health care providers, health plans, physicians, businesses and consumers to create a health information exchange that will enable the right medical information to get to the right provider at the right time to enhance patient care. For more information, please visit www.hiptn.org