



Frank Cheh
Healthcare System Strategist

Education

ProModel Corporation,
Inc. - Modeling and
Simulation Training for
Healthcare software

GE Medical System IT -
Milwaukee, WI - Sales
Training Advanced
Patient Monitoring,
Basic Anesthesia and
Respiratory Care Product
Training.
Completed the first e-
Six Sigma training
course received a Six
Sigma Award

Siemens Corporation -
Iselin, NJ - Corporate
sales training programs
for Critical Care
Monitoring Systems,
Clinical IT and
Perioperative IT
Solutions.

Persuasive
Communications
Consultative Sales -
Chicago, IL.

Dale Carnegie - Fort
Lee, NJ

RCA Institute, New York
- Electronics Technician
Degree V7

Affiliations

HIMSS, Society for
Health Systems

Certifications

e-Six Sigma

Years of Experience

40 years in the
Healthcare Industry

Hackensack University Medical Center-New Emergency Department Construction and Hospital Renovation 7-year plan. A highly critical time line for completion due to the Super Bowl Game and 1st Responders Services. Developed their Go-Live plans, Installation, Transition Planning of Old Technology to New, Clinical Training and Adoption, Process Improvements and Workflow Changes

Robert Wood Johnson University Hospital-A 15 Year Hospital Renovation Project working closely with the Hospital C-Level Management, Department Managers, Medical Directors and their Architectural Firms and Hospital Planning Departments. Developed new care areas optimized for patient flow, nursing access, strategic information control locations, reduction in transport times, asset management resulting in reductions in LOS and other KPI's.

Projects

ProModel Corporation, Inc.
Director of Healthcare Initiative
Engineered a strategic marketing campaign for the VA Medical Systems Nationwide. Meetings with leaders of the VA Systems in Washington, DC resulting in two major orders from VISN3 and VISN1, NYC. Negotiated the first system-wide Process Improvement Initiative at Memorial Hermann Medical System. Lead on contract negotiations with RTKL Architects to develop a new business unit with ProModel becoming their corporate standard used worldwide. Developed the co-marketing agreement between ProModel, VISTAAR and Versus Technologies. ProModel - received 2nd Quarter Sales Volume Award for Memorial Herman System Project \$1M and the VA Transportation & Periop Project potential of \$10M.

GE Healthcare
Enterprise Care Solutions-Product Sales Specialist
Hackensack Meridian Health System: Negotiated, closed and managed a record 24 Million Dollar-Seven Year Critical Care Monitoring and Wireless Mobility IT infrastructure replacing Philips.
Mountainside Hospital: Negotiated, closed and managed a 2.4 Million Dollar Critical Care Monitoring and Wireless Mobility IT infrastructure replacing Philips.

Legacy Integrators, LLC.
Account Manager
USA distributor for Capsule Technologies.
Independent IT Data Integration service providing direct sales and account management to hospitals and physician-based practices implementing EMR and Peripheral Device Data Integration.

Titan Technologies, LLC.
Director of Strategic Accounts
Direct sales of the gloStream EMR/PM software application based on the Microsoft Office/Outlook platforms to large scale physician-based practices with multiple office integrations. Responsible for account management, project analysis, implementation, and marketing collateral within the physician-based practices.

Projects

Informatic Technologies, Inc.
Director HealthCare IT Sales
Built the complete HealthCare Vertical from Inception to full infrastructure culminating in several corporate partners, membership into HIMSS, full HealthCare IT strategic marketing. New product software development for Fast Track FDA approved Cardiology ECG Technology. Speaker for the NJ HIMSS Association covering the new VectraplexAMI ECG Device for the treatment of AMI in the ED setting and patient transport. Developed and executed the first 3Year Long Term software development contract with Vectracor, Inc. and Integra Systems.

Siemens-Draeger JV Medical Inc.
North East Regional Sales Specialist
Monitoring and IT Solutions
Identify and develop new hospital accounts in New Jersey, Eastern Pennsylvania and Upstate New York for Critical Care Information Systems and Perioperative departments. Coordinated all corporate presentations, proposal development, negotiations and system implementation. Developed the Quick Start educational process for the Account Manager's which enabled them to communicate more effectively with the Hospital CIO's, CEO's and Critical Care Team members.

Siemens Medical Systems
Technical, Electronics-Design and Build Prototypes, Computers Cath Lab Hemodynamic Systems, Service Management, Designed a new Compact EEG Input Adapter and Bedside Remote Record for Critical Care Monitors. Sales Management, Product Development and Marketing positions with increased management responsibilities for 15 direct reports. Increased sales volume with the first Million Dollar System order in New Jersey and within two years ranked second and awarded honors in the Million-Club for four consecutive years. Recipient of several Million Dollar-Club awards and completed sales of the first Cardiology EKG Management System in the US.