

DR. ZOLTÁN PARZYAN, MD

Pioneer of Informatics, TeleMedicine, and Medical IT

Radiology | Information Technology

Medical Doctor | Consultant | Health-App Creator | ACA-Compliance Expert | Inventor

Tallahassee, FL 34238 / Tel: (404) 503-4842 / Email: zoltanp@gmail.com / LinkedIn Profile

CHALLENGE

Why are so many of the USA's top medical centers stuck in the 1980s?

- Patients are still entering info on clipboards
- Waiting too long to see a doctor
- Admin staff still using FAX machines. Misplacing records. Not coordinating with other departments

Why are so many healthcare transformations faltering?

- Transformations inevitably fail without buy-in by the doctors
- But doctors detest taking orders from the business side – MBAs and IT people



SOLUTION

Call the "IT DOCTOR" – the technologist and mobile-health consultant who solved all of these problems for 14 of the USA's top medical centers, including:

- Florida State University MC
- Jersey City MC
- Hartford Hospital
- University of Pittsburgh MC
- Cornell Weill, NYC
- Columbia Presbyterian, NYC
- Women's Hospital, Boston

PROFESSIONAL EXPERIENCE

Medical informatics and IT standards: Dicom, ICD10, PACS, SOX, HIPAA • Big data • Medical & business analytics • Data warehouse • Proposal writing • Cloud computing • Enterprise architecture • Program management • P&L • R&D

FLORIDA STATE UNIVERSITY, MED CENTER, Tallahassee, FL Aug 2014–Present

The region's largest health services system / Research leader in health management and medical informatics.

Chief Medical Information Officer (CMIO)

Transformed FSUMC's back office from paper and Excel worksheets to 100% digital. Advised FSUMC on implementation and meaningful use of inpatient EPIC Systems, EMR (McKesson), ambulatory EHR (AthenaHealth, Allscripts), PACS, and Sentri7.

- Established system-wide governance of electronic medical records (EMR), which resulted in enthusiastic representation from all clinical areas and medical specialties.
- Implemented universal Computerized Physician Order Entry (CPOE). Increased CPOE compliance from 40% to 90% over three months.
- Reduced cost-of-care and improved patient safety by implementing clinical-decision support tools, evidence-based protocols, robust analytics, and training.
- Set up population-health analytics for the Gulf Coast Health Partners Accountable Care Organization (ACO), for example, physician scorecards and group practice (GPRO) data reporting.

UNIVERSITY OF PITTSBURGH (UOP), Pittsburgh, PA JUL 2000–JUL 2014

The region's largest health services provider / A national leader in health mgmt and informatics education and research.

SUMMARY: Initially attended UOP as a scholarship student in the Department of Health Management and Informatics. As a board-certified radiologist, collaborated with UOP's radiology department on emerging trends in telemedicine, which led to 13-year affiliation with UOP.

SENIOR RESEARCH INFORMATICIAN (2012–2013): Hired by UOP Medical Dean as first member of the newly created Institute of Translational and Clinical Sciences (ITCS), which accelerates medical discovery "from lab bench to patient bedside" – managed by UOP but includes experts from all areas of the UOP campus, such as engineering, business, medicine, and journalism.

- **INFRASTRUCTURE:** Created the digital “plumbing” for data acquisition, sharing, and processing. Consolidated EXCEL worksheets into new data-management system running on a centralized server.
- **REDCAP:** Investigated various DMS solutions. After an exhaustive search, selected and implemented REDCAP (a DMS created by Vanderbilt University).
- **LIGHT SQUARED PROJECT:** Co-led a 6-person team – IT, nursing, medical records, quality – which implemented LIGHT SQUARED, part of a \$12M CMS innovation award.
 - ✓ Built the health-analytics platform, including data warehouse. Directed consulting projects for external clients – such as PA Dept of Health – that generated \$250K annual recurring revenue.
 - ✓ Provided analytics support for multiple research projects, including: statistics (multivariate regression, GAM) and data mining (clustering, decision trees, association rules).

UOP RESEARCH FELLOWSHIP – POSTDOCTORAL FELLOW – MEDICAL INFORMATICS (2009–2012): Recognized by National Library of Medicine (NLM) – awarded a fellowship for pioneering work in health management and informatics. Published 23 peer-reviewed articles.

Researched image exchanges, digital pathology, data mining, and natural-language processing.

CLINICAL INSTRUCTOR MEDICAL INFORMATICS (2004–2009): Promoted into a newly created position. Created an informatics curriculum for radiology residents. Replaced the existing PAC system (3-year project).

- **Pre-Implementation:** The existing PAC system had slowed down – overloaded with too many users and too much traffic – and could not scale up. Led comprehensive redesign of back-office processes.
- **Vendor Selection:** Led exhaustive evaluation of possible vendors and selected GE’s next-gen system.

SOFTWARE SUPPORT EXPERT (2000–2004): While studying at UOP for an MS in Informatics, proposed a digital imaging system – similar idea to the “Medinet” system I built for 20 hospitals in Budapest (1997). UOP balked at the high investment, but accepted an outsourced-turnkey solution provided by GE Medical Systems – the very first contract for an application service provider (ASP) – and an early version of cloud computing.

- **GE PROJECT MANAGER, INITIAL PHASE:** Led a five- person informatics team. Co-designed and implemented the USA’s first cloud-based PACS – picture archiving and communication system – long before emergence of the term “cloud computing.”
- **Achieved Key Goal (“Film to Filmless”):** Generated \$438K per year in labor productivity by re-designing workflows and automating the image-routing process for 60-person radiology staff. Saved \$1.1M in capital spend (CAPEX), increased patient safety, and created free time for physicians.

INVENTED A DIABETES MONITORING SYSTEM

At UOP, solved a longstanding problem posed by children and teens who resist injecting themselves with insulin.

- Invented a glucose monitor with small wireless transceiver that reports each patient’s status to a central database.
- If the person does not self medicate, the system sends reminders (and escalate warnings to parents when needed).

TEACHING | RESEARCH GRANTS | MEDINET PROJECT

ZOLTAN HERCZY SCHOOL OF MEDICINE, Budapest, HU (1994–1999), Ass’t Professor of Med Informatics.

- **MEDINET:** Conceived original idea for Hungary’s first Medical Metro Network – high-speed wireless, wide area medical network – used to exchange medical images (the first of its kind in East Europe). Wrote a proposal that won a \$0.5 million award from the World Bank.
- **INFORMATICS CURRICULUM:** Developed first nationally recognized Health Informatics program medical students. Provided classroom lectures and seminars to medical students, residents, and faculty.

EDUCATION

Postdoctoral Fellowship, Medical Informatics, US NATIONAL LIBRARY OF MEDICINE, 2009–2012
 M.S. in Health Management and Informatics, UNIVERSITY OF PITTSBURGH, Pittsburgh, PA, 2003
Full scholarship from Cap Gemini Ernst & Young – awarded to the top student in a class of 55
 Doctor of Medicine (MD), ZOLTAN HERCZY, UNIVERSITY OF MEDICINE, Budapest, Hungary, 1993

MEDICAL PRACTICE

Resident Physician, Radiology, FUNDENI GENERAL HOSPITAL, Budapest, Hungary, 1994-1999
 Family Physician, THEODOR BURGHELE GENERAL HOSPITAL, Budapest, Hungary, 1993-1994

NOTES

Dr. Parzyan enjoys his fulltime position University at University of South Florida Medical Center. In addition to his fulltime role, he advises medical centers across the USA on digital transformation, “mobile health,” and related topics.

AUDIENCE: This resume is not a typical “job search” type of resume. Instead, it targets medical centers that need expert help with their technology transformations – it speaks directly to executives, and top administrators who run medical centers and hospital centers.

TOP SECTION: Unlike a conventional resume, the top section starts with a provocative “challenge and solution” format that directly engages executives at medical centers – especially MCs that are struggling with IT and still catching up with compliance requirements of the Affordable Care act.

Sarasota, FL 34238 / Tel: (404) 503-4842 / Email: zoltanp@gmail.com • LinkedIn Profile	
CHALLENGE	SOLUTION
<p>Why are so many of the USA's top medical centers stuck in the 1980s?</p> <ul style="list-style-type: none"> • Patients are still entering info on clipboards • Waiting too long times to see a doctor • Admin staff still using FAX machines. Lost records • Poor coordination among departments <p>Why are so many healthcare transformations faltering?</p> <ul style="list-style-type: none"> • Transformations inevitably fail without buy-in by the doctors • Unfortunately, doctors detest taking orders from MBAs and the IT people 	<p>Call the "IT DOCTOR" – the technologist and mobile-health consultant who solved all of these problems for 14 of the USA's top medical centers, including:</p> <ul style="list-style-type: none"> • FSU Medical Center • Jersey City MC • Hartford Hospital • University of Pittsburgh MC • Cornell Welli, NYC • Columbia Presbyterian, NYC • Women's Hospital, Boston

“VALUE PROPOSITION”: According to Dr. Parzyan – based on his personal experience turning around failed “transformation” projects – the top reason for failure is passive resistance and lack of cooperation from medical staff. In some cases, the frustrated medical staff stages an open rebellion. As a medical doctor and IT expert, Dr. Parzyan exudes credibility – well positioned to solve challenges listed on the left panel (graphic, above).

BOLD CLAIMS: At the top, we make a bold claim – “pioneer of medical IT”:

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The proof for this claim appears at bottom of page 2 (“Medinet”):

CHRONOLOGICAL EXPERIENCE: After the top headline and the engaging, two-panel intro, the resume reverts to a conventional, chronological format.

As compared to his original resume – a difficult-to-read data dump – this version elicits a reply email from half of the people who receive it (e-mailed to a long list of executives at medical centers; not sent to recruiters or HR people).