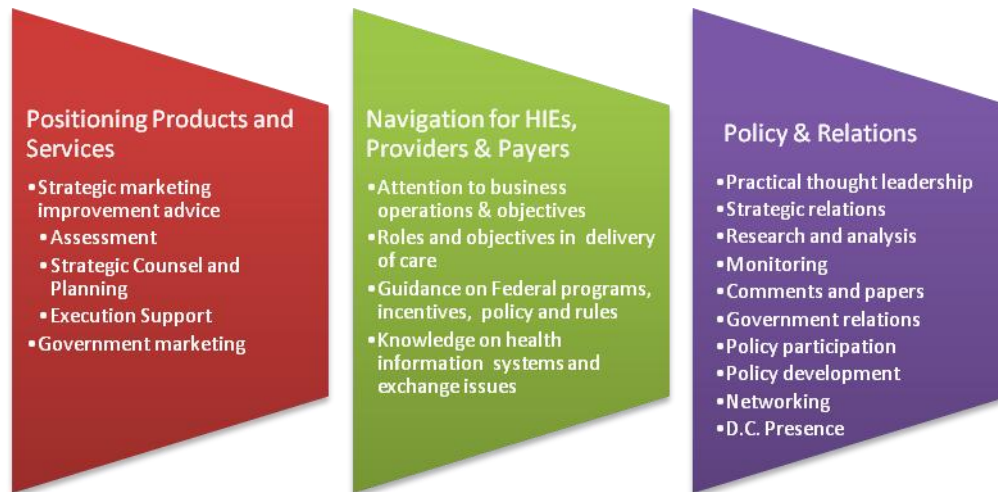


## Vision

Our vision at Cogon is to be the leading facilitator of healthcare connectedness via value-driven innovations and comprehensive thought leadership.

## The Strategy, Policy & Relations Group

Our Strategy, Policy & Relations (SPR) Group aims to help clients lead in the new age of healthcare reform through high quality consulting services in health information strategy, policy and relations. Our SPR Group offers and executes consulting and strategic relations services in three general categories: 1) **positioning** and strategic marketing improvement advice for health information products and services; 2) **navigation** advice for groups seeking to upgrade their health information systems or navigate new policy & program issues; and 3) **policy and relations** advice and assistance around health information and related healthcare issues.



The SPR Group can work with our clients selling health information products and services to re-imagine and repurpose their strategic positioning. In a strategic positioning engagement, our team assesses and expands opportunities, properly positions products and services, and executes strategies. For HIE's, providers, and payers; our group provides guidance on Federal programs, incentives, policies, and rules and the impacts on business operations and delivery of care. Our team provides strategic advice and guidance on HIE governance and strategy and aligning health information strategies with provider and payer objectives. Our policy relations experts monitor, research, and analyze policy activity and position companies and other organizations to participate in policy development, public comment, and government relations in support of their objectives. We evaluate regulatory impact on organizations' policies and technology implementations.

Our team brings a range of expertise to map and navigate the future of health information technology and exchange under rapidly changing government policies, programs, and evolving markets. The team consists of business, healthcare, technology, operational and policy leaders committed to developing the execution strategies for client success over the next decade. Our counsel on the business, policy, regulatory, care delivery and health information landscape will help those interested in steps toward better health information exchange for their systems or groups. Our policy expertise and relations can provide practical thought leadership and a suite of services to understand, participate, and connect to the rapidly changing policy environment and policy leaders. We seek to become a trusted partner with our clients. For our customers, now more than ever, it's about connected, value-driven healthcare.

**Cogon Systems, Inc. (COGON)** is a Pensacola, Florida - based health information technology and consulting firm with locations in Miami, Atlanta, and Washington, D.C that facilitates healthcare connectedness via value-driven innovations and comprehensive thought leadership.

## Contact

Eric Klos, Managing Principal, at 703-403-9618, [eric.klos@cogonsystems.com](mailto:eric.klos@cogonsystems.com)

Nandan Kenkeremath, Managing Principal, at 703-407-9407, [nandan.kenkeremath@cogonsystems.com](mailto:nandan.kenkeremath@cogonsystems.com)