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[Todd Rowland, MD](#) has more than 25 years of healthcare industry experience. He brings unique executive experience as a practicing physician, CEO of health information exchange, chief medical information officer, enterprise senior vice president CIO, and principal investigator for several federal grants.

He provides expert advisory services to optimize enterprise and community-oriented solutions. Successful solutions align with existing services, process improvement, support complex health care, and incorporate data interoperability. Dr. Rowland is a seasoned leader and his portfolio of work includes engagement with physician, healthcare, and community leaders in the production of large-scale health IT solutions in both rural and metropolitan environments.

Todd led the development of a regional health information exchange in Indiana with startup capital from local hospitals and physician practices aligned with pre-existing HRSA grant funding. HealthLINC continues to provide profitable services which support participation in value-based payment such as TCM, CCM, ACO, and CIN activities.

He participated as the lead physician consultant to I.U. Health (Director of Medical Informatics) during the conversion of McKesson E.H.R. to Cerner E.H.R. for 4 hospitals in the southern region. This conversion built upon established physician IT governance structure and processes which were established during the successful launch of physician computer order entry. This work as a consultant to I.U. Health was concurrent with his role as CEO HealthLINC.

During his time as senior vice president and chief information officer from 2014-2017, Todd established an evidence-based emergency care alerting system. (Peer-reviewed publication on request). This model built on several enterprise activities including revision of Tideland's Health IT governance, Duke Endowment funded LEAN transformation and partnership with eClinicalWorks E.H.R. vendor.

Dr. Rowland continues his consultative work by establishing Bridge2Medical.com in the Research Triangle region of North Carolina.