

Smart CXO awards

SALUTING YOUR EXECUTIVE MANAGEMENT TEAM ALL-STARS

Most CEOs will tell you that they can't do it all alone – and if they say otherwise, that's hubris talking. The best companies not only have a visionary, goal-oriented CEO; they also have a dedicated team of executive professionals working together to carry out the vital operations of a company. Finance, operations and technology are just a few of the most important facets that a company must address and execute with precision and accuracy; otherwise, the CEO's vision will never become a reality. The inaugural SmartCXO awards recognize executives who have gone above and beyond to support their organizations' initiatives in the categories of CFO, COO, CIO/CTO and executive management teams.

CIO/CTOs

CONTINUUM HEALTH ALLIANCE, LLC

Industry: Healthcare
Location: Marlton, NJ
Years in position: 4



IN A NUTSHELL: Continuum Health Alliance, LLC is a healthcare management company formed by doctors for doctors. Approaching practice management from a physician's perspective, Continuum offers operational oversight and strategic business solutions that enable medical providers in private practices, physician groups and hospitals to better serve patients.

MEMBERSHIP ROSTER: Healthcare Information and Management Systems Society; Medical Group Management Association; College of Healthcare Information Management Executives

TRANSFORMING AN INDUSTRY: In an increasingly complex healthcare environment, Continuum optimizes business processes with a strong commitment to best practices. The company's service portfolio supports the growth of new and established physician groups with dynamic solutions for administration, accounting and finance, revenue cycle management and information technology.

FINDING EFFICIENCY: Joe Coyne's ability to foster an entrepreneurial spirit, encouraging "out of the box" thinking

and challenging employees to do their best has given Continuum a competitive edge in the marketplace. These tenets have played an important role in the strategy used by Coyne's team to implement electronic health records to multiple client groups.

CULTURE SHIFT: The information technology team that Coyne has built constantly develops creative solutions to problems, providing a model that paves the way for the rest of the company to develop innovative approaches to problem solving. The resulting culture of the company has changed from a slow-moving, slow decision-making company to one that can move quickly and nimbly to meet the challenges of today's rapidly changing healthcare environment.

BUILT TO LAST: As a result of Coyne's leadership of the technology departments over the last four years, engineering, operations, applications, implementation/training and support departments were designed, staffed and developed to handle the tripling of the company's size during that period.



Coyne enjoys playing guitar and performing with his band at local venues.



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