

Daniel C. PETTUS

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HEALTHCARE INFORMATICS EXECUTIVE

INDUSTRY EXPERT

Highly qualified Executive for commercial industry and healthcare organizations, Advisor, and Board Member with expertise in multiple sectors of the Healthcare Market and Technology including medical device interoperability, clinical information systems, telehealth, home health, and mobile computing. Informative public speaker and widely published in medical journals with participation in standards development for several key industry technology organizations. Author and Inventor for novel medical device connectivity solutions and related intellectual property patents.

Professional History

Dan Pettus Consultant Group DPCG, Murrieta, CA

2019 – Present

Independent Industry Expert and Advisor

Becton Dickinson (CareFusion), San Diego, CA

2004 - 2019

End-to-end Medication Management Systems

Vice President Medication Management, HIT Consulting

- Created a focused HIT field sales engineering team responsible for supporting a \$2 billion portfolio in medication management interoperable EHR applications and devices
- Managed BD business partnerships for major EHR companies including Cerner and Epic
- Developed and launched the BD CIO Advisory Board
- Advanced all corporate areas, moving the business from technologically challenging portfolio to cutting-edge, enterprise-wide solutions through methodical research, planning, project management, cross-departmental system deployment, troubleshooting, and follow-up
- Launched a new market segment with the Alaris® Server and wireless networked applications growing acute-care infusion system market share from 25% to over 60%
- Product management executive with development responsibility on transforming medical devices from clinical appliances to high-margin data asset driven application portfolio
- Cut costs and improved system availability by championing the use of virtualization technology
- Developed multi-year global medical device IT strategy harmonizing disparate connectivity technologies delivering a single IT backbone

iMetrikus, Carlsbad, CA

1999 – 2004

Provider of web-based personal health technology

Senior Vice President and Chief Regulatory Officer

- Appointed to company's Board of Directors
- Managed the buildout of a secure cloud-based data center for one of the nation's largest SaaS transaction and analytical Internet enabled online personal health record systems including remote medical device connectivity
- Lead architect for the company's hardware product portfolio, including the award-winning MetrikLink® device; a consumer-friendly connectivity appliance for home-based medical device interoperability
- Supervised regulatory affairs including FDA and HIPAA compliance
- Negotiated and executed high-volume medical device manufacturing contracts
- Served as principal executive for manufacturing in China including the iMetrikus Airwatch® Digital Spirometry appliance and the Metriklink® Medical Device gateway products

ORSuite, San Diego, CA**1997 – 1999***Global company offering a suite of applications to manage the modern operating room***Vice President of Sales**

- Built the framework of sales and sales channel management for this startup company with roots in Europe
- Set sales strategies and margin performance goals
- Served on company's executive advisory council
- Negotiated early stage VC financing to launch new product portfolio in U.S. market

Dan Pettus Consultant Group DPCG, LLC., Carlsbad, CA**1994 – 1997***Consulting company servicing the healthcare informatics market***Founder and General Manager**

- Perform market research for the emerging telemedicine and point-of-care companies
- Acted as lead consultant for DUKE University Medical Center in O.R. Informatics strategy and product selection
- Provided industry expertise for St. Mary's Hospital, London U.K., with selection and implementation of O.R. management technologies
- Lead Architect for G.E. Medical Systems (former Marquette Electronics) on extending the anesthesia perioperative product portfolio
- Delivered Anesthesia Informatics subject-expertise for DATEX, Finland
- Consultant for PICIS, France, to expand their medical device interface libraries
- Provided software engineering resources and marketing expertise to build a turnkey medical device interface engine for Surgical Information Systems (SiS)
- Expert in offshore contract manufacturing including onsite assessments in the U.S., China, and Europe

ARKIVE, San Diego, CA (Diatek Corporation)**1985 – 1994***An industry leader in anesthesia and perioperative information management systems***Director of Anesthesia Information System (1991 – 1994)**

- Developed marketing launch plans for worldwide implementation of a new Anesthesia Information System (AIS)
- Profiled individual patient cases to determine optimum drug usage and inventory levels using ARKIVE AIS for ROI calculations
- Managed development of unique medical device integration tools for both analog and digital data connectivity with AIS
- Provided field expertise for AIS implementation at several academic centers including Ohio State University Medical Center, Duke University, University Nijmegen (the Netherlands), and UCSD

Lifescan Product Director and Senior Software Engineer (1985 – 1991)

- Product Manager and chief software architect for the company's EEG and Evoked Potential medical device system
- Developed unique aperiodic algorithm for acquiring brain activity utilizing embedded multi-CPU technology

PROFESSIONAL AFFILIATIONS

- Committee Participant, IEEE 1073 Medical Information Bus (MIB)
- Board of Directors, Society for Technology in Anesthesia
- Board of Directors, iMetrikus, INC.
- Committee Chairman, Society for Technology in Anesthesia
- Committee Chairman, Society for Computing and Technology in Anaesthesia (United Kingdom)
- Committee Member, Computerized Patient Record Institute (CPRI)
- Novell CNE Professional Society

BIBLIOGRAPHY

Daniel Pettus was the Vice President for Health Information Technology at Becton, Dickinson (BD). Dan headed up the program to create a new market segment by integrating medical devices and wireless networked applications resulting in over a million connected infusion pumps transforming data into useful knowledge including interoperability into hospital EHR systems. Pettus was a Founding Partner and Board Member at the Society for Technology in Anesthesia (United States) and a senior committee member at the Society for Computing and Technology in Anaesthesia (United Kingdom). Pettus is published in several medical journals and an internationally recognized speaker and writer on integration and EHR interoperability. Dan's article titled "Closed-Loop Infusion Pump Integration with the EMR" won the best article of 2014 from BI&T. Yale University and University of California San Diego publicly recognized Mr. Pettus for his participation in escalating adoption of Anesthesia Informatics improving point-of-care patient safety and electronic medical records efficiencies.

Publications:

Pettus DC. **An electroencephalographic processing algorithm specifically intended for analysis of cerebral electrical activity.** Journal of Clinical Monitoring

Daniel C. Pettus, N. Ty Smith, Robin A. Brien, Brian R. Jones, Michael L. Quinn, Andrew Sarnat; **Recognition accuracy with a voice-recognition system designed for anesthesia record keeping;** Journal of Clinical Monitoring

Pettus, D. **Mobile medical device connectivity: real-world solutions.** IEEE Biomedical Engineering

Dan C. Pettus and Tim Vanderveen. **Where IT meets IV;** BI&T AAMI

Dan C. Pettus and Tim Vanderveen. **Closed-Loop Infusion Pump Integration with the EMR.** BI&T AAMI (Best article of 2014 award)

Dan C. Pettus, Tim Vanderveen, Robert L. Canfield, and Robert Schad. **Reliable and Scalable Infusion System Integration with the Electronic Medical Record.** Biomedical Instrumentation & Technology

Healthcare HIT Device Patents:

Method and system for communication and collaboration between a patient and healthcare professional
Patent number: 8010717

Method and apparatus for communicating data between a medical device and a central data repository
Patent number: 7375647