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Healthcare Information Technology Consultant Combines Two of Her Passions: Electronic Medical Records and Art

Quammen Group develops parallel themes through unusual pairing

Winter Park, Fla. – February 20, 2004 –Becky Quammen, president of the Quammen Group, a full-service healthcare information systems consultancy, created a unique way to mix business with pleasure. She commissioned an original painting from her favorite local artist, Brenda Heim, for her company’s special promotion at HIMSS, this year held in Orlando.

Quammen is providing visitors to her booth (#6033) a chance to win the 30” x 44” acrylics painting, *The Conductor*, as well as the opportunity to meet the artist in person on Wednesday, February 25 from 4 p.m. to 6 p.m. Additionally, Quammen is giving out a limited number of smaller signed prints.

The painting was envisioned to reflect one of healthcare’s most significant objectives and the Healthcare Information Management Systems Society (HIMSS) conference theme: realization of the Electronic Medical Record (EMR), a means to control healthcare costs with ubiquitous, authorized access to all patient records.

The Central Florida artist is well known for abstract expressionism paintings that invite viewer interpretation. In “The Conductor” Heim has created a visual synergy that appears to culminate in a crescendo of success. The colors, the motion and the caption “everyone plays a part” lend further credence to the same unifying concepts that support the EMR.

Heim was appropriate for the project, since her work explores creative techniques to reveal new insights. “It was my pleasure to create this piece for one of my strong supporters,” says Heim. “And I reveled in the challenge of what we were trying to express, but really marvel at those healthcare professionals able to accomplish it.”

The promotional idea was inspired by a number of Heim pieces in the Quammen family’s private art collection. “I was pleased that two of my greatest passions could come together so beautifully,” says Quammen. “Our health system work focuses on clinical solution initiatives which often are the foundation for establishing a true EMR. I wanted a different way to celebrate achieving real milestones toward that goal.”

About Brenda Heim

The talent of Brenda Heim has been recognized by the Central Florida art community for the past 15 years. Her multi-medium artwork can be seen in a growing number of private and corporate collections as well as in a variety of galleries from Naples to Orlando, Florida and as far west as Vancouver, B.C. Examples of her art can be seen at www.heimart.com <http://www.heimart.com> or by appointment at her Central Florida studio. For further information, contact her at 352.357.4838 or by email at studio@heimart.com or brenda@heimart.com.

About Quammen Group

Focused solely on healthcare, The Quammen Group is a full-service consultancy, specializing in business planning and management, information systems design and deployment, and outsource IT support. Based in Orlando, Florida, the Quammen Group provides a wide range of strategic, advisory and management services to healthcare providers and technology suppliers nationwide. Led by Becky Quammen, the team of highly experienced professionals blends with client organizations, enriching industry knowledge, performance and value to achieve client objectives. For more information, visit www.quammengroup.com or call 407-539-2015 x224.

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