

Mark Clare

Move hardened performance metrics; plan and deliver complex change efforts on time and to budget; facilitate learning that shifts thinking and behavior; use cognitive science to design and innovate.



- Accomplished technical expert, executive leader, consultant and educator
- 25 years in healthcare, financial services and manufacturing
- Masters physics, Masters philosophy, B.S. in physics with minor in math
- Certified as lean six sigma master black belt and in Ernest & Young's organizational change management methodology.

Mark has hands-on and executive experience in operational excellence, process redesign, knowledge management, IT implementations and strategic change with leading Fortune 200 companies and a Silicon Valley start-up that include 3M and Allstate. Mark's publications include the book *Knowledge Assets* (Harcourt 2000), a series of articles in KM Review on "Solving the Knowledge-Value Equation" and the Cognitive Design Blog. He holds two patents with several new applications in the works.

Mark Clare has played a significant role in major business transformation efforts. He was a member of the implementation team responsible for the \$100M re-engineering of Lincoln Life Insurance. Mark was a key member of the strategic architecture team that framed a multi-year transformation of the Lincoln Financial Group. More recently, he was a member of the executive team in charge of visioning, planning and implementation of Parkview Health's new \$500M regional medical center. He was responsible for process architecture to insure operational excellence across the campus. Results included definition of the ideal customer experience, patient flow simulations, core process models and decisions on best practices for the ED, OR, Pharmacy, Lab and other major clinical and support services.

Just before founding New Value Streams, Mark held executive positions at Parkview Health including Vice President of Operational Excellence, Vice President of Knowledge and Informatics Management, Director of Knowledge Management and was a Corporate Strategist. He served on key committees including Quality Strategy Group, IT Steering, Medication Management and New Medical Center Team.

As founder of New Value Streams Mark is an independent practitioner providing strategic thinking, operational excellence, innovation and IT services in healthcare. Example projects are listed below.

- Analyzed high-impact decision points across acute care hospitals to identify new product opportunities for a leading vendor of decision management and predictive analytics solutions. Over 22 opportunities were explored and the client received board approval to pursue two.
- Worked with a number of clients from well-known Fortune 500s to start-ups on new healthcare solutions ranging from reinventing toothbrushes to clinical workforce scheduling.
- Partnered with a leader in healthcare simulation to design and pilot a new patient flow management service. The service is a cloud-based BPM application and is being commercialized in a start-up.
- Worked with IT and clinical leadership in a major health system including some 15 hospitals and over 80 clinics to review EMR meaningful use and develop a business case and implementation plan.

Mark is also active as an adult educator. For the last nine years he has been an adjunct instructor at Northwestern University where he teaches and advises graduate students and healthcare professionals in the learning and organizational change program and the leadership program.