

For Immediate Release
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MEDICASOFT FOCUSES ON STRATEGY DEVELOPMENT WITH NEXT WAVE CONNECT

November 6, 2018 (Huntsville, TX) – MedicaSoft, an innovative health information technology software company headquartered in Arlington, Virginia, announced today that they have partnered with Texas-based Next Wave Connect, for strategic audience consulting services. MedicaSoft chose Next Wave Connect because of their team’s deep industry knowledge and proven ability to work with clients to expand their reach, impact, and profitability through audience and content strategies.

MedicaSoft is known in the industry for their unique ability to create and deliver modern, open, cost-effective, easy to implement and use, HL7® FHIR®-based products for the healthcare industry. Their enhanced focus to grow their healthcare insights is rooted in a deep passion to help their customers successfully apply technology to tackle their most meaningful challenges.

"MedicaSoft is passionate about healthcare and proud to partner with Next Wave Connect" says, Mike O’Neill, CEO of MedicaSoft. Helen Figge, Chief Strategy Officer of MedicaSoft adds, “We believe this partnership is mutually beneficial – Next Wave Connect has a passion for engaging audiences and MedicaSoft has a passion for empowering patients, providers, and payers with technology solutions that drive better outcomes and improve bottom lines”.

"Our collective expertise, collaborative approach, and adoption of technology and analytics makes Next Wave Connect a perfect partner for MedicaSoft," said Calli Dretke, CEO of Next Wave Connect. "Our Executive Advisor, H. Stephen Lieber will be leading this initiative on behalf of our team", Dretke added. “Steve’s experience and capabilities will bring fresh insights to build upon MedicaSoft’s strong growth and will help to further advance their strategies to meet the needs of an ever-evolving healthcare market.”

“MedicaSoft shares our vision for leveraging data in a meaningful way to improve engagement and operate more efficiently,” said H. Stephen Lieber, Executive Advisor, Next Wave Connect. “Their forward-thinking approach results in value-added products that meet the specific needs of healthcare providers and I am looking forward to helping lead this strategy initiative with their team.”

About Next Wave Connect

Next Wave Connect empowers Associations to expand and engage audiences with customized, content-powered solutions. Our services and solutions are customized to ensure success based on an organization’s size, goals and other unique factors. Next Wave Connect enables organizations to engage members with strategy-driven content in a customized online, branded community ecosystem. To learn more visit www.NextWaveConnect.com.

About MedicaSoft

MedicaSoft, LLC designs, develops, delivers, and maintains software for healthcare providers around the world. Visit www.medicasoftware.us, follow us on Twitter @MedicaSoftLLC, like us on Facebook, or follow our LinkedIn company page.

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