



**Dr. Sam Bierstock** trained in Internal Medicine, is a board certified eye surgeon, holds a B.S. degree in Electrical Engineering, and is a nationally recognized authority on healthcare clinical information systems in both the ambulatory and hospital environments, specializing in physician adoption of clinical technologies and his original concept of "Thoughtflow ®" (as opposed to "Workflow") as the essential driving force in successful physician acceptance of clinical information systems. He is an experienced executive and business strategies consultant for established and start-up healthcare technology companies, and companies developing healthcare IT verticals.

From 2001 until 2004, Dr. Bierstock served as Vice President of Medical Affairs for Eclipsys Corporation, a leading national vendor of hospital information systems, supporting the company's ongoing professional relations with client hospital medical staffs, the ongoing development of Eclipsys' internal medical staff, and program development to assist the adoption of clinical technologies by clinicians. He subsequently served as Vice President and Chief Medical Officer for Healthlink, Inc., a highly respected company providing consultative services to hospitals investing in, and implementing state-of-the-art computer technologies. During this time, he created a comprehensive methodology to address physician adoption of developing technologies and developed the concept of "Thoughtflow ®" as the key factor in physician acceptance of workflow-altering technologies. In June of 2005, Healthlink was acquired by IBM, for which Dr. Bierstock served as a Fellow in IBM's Global Leadership Initiative Group and Thought Leadership, and Chief Medical Officer of IBM's Business Development ...

### Sam Bierstock

### Speech Topics

- Technology
- Humor
- Healthcare
- Entertainment



## Testimonials

"...several convention speakers present at the event vowed to return to their parts of the world with recommendations to other professional organizations to make sure to book Dr. Sam."

- Arizona Health Information Management Association.

"I've never seen so much audience enthusiasm and enjoyment, and the turn-out was the largest ever for such a function in the Southern Section's history. The only disappointment was that it had to end.... I would highly recommend your brand of entertainment for any medical gathering."

- VP Southern Section American Laryngological, Rhinological and Otological Society.