

IPG CIO, Marty Smith Receives CIO of the Year Award

The Associated Press

ATLANTA--(BUSINESS WIRE)--Oct 15, 2012--IPG, the leading nationwide provider of Implantable Device Benefit Management (DBM) solutions, announced today that Chief Information Officer Marty Smith has been named Georgia CIO Leadership Association's 2012 CIO of the Year. Smith was selected as winner in the Corporate category representing up to 1,000 IT users because of his role in expanding the IPG infrastructure and deploying key technology that has assisted in IPG's 218% revenue growth rate over the past three years.

"Marty has the experience and ability to quickly understand what technologies are best suited to enable business growth and transform the business vision into real solutions that provide sustainable value as is demonstrated by the cost and quality controls our Device Benefit Management (DBM) technology framework has provided," said Jay Ethridge, CEO of IPG. "We congratulate Marty on this well-deserved recognition." As the CIO of IPG, Smith continues to build out the device analytics and technological infrastructure to support the rapid expansion of the company's leading model. The result: the ability to deliver transparency and control of spend in tandem with the implementation of quality metrics necessary to drive and reward best practices. This Device Benefit Management technology framework provides a collaborative environment that delivers added efficiencies to customers, mitigating the risks and simplifying operations related to implants.

Prior to joining IPG, Marty created technology strategies for multiple high-growth ventures including ChoicePoint, Home Depot and TheraTx.

About the Award The CIO of the Year® Awards is the premier technology executive recognition program in Georgia. The Awards honor technology executives who have shown excellence in managing enterprise-wide information systems. The CIO of the Year® Awards program honors finalists in following four categories: Global, Enterprise, Corporate and Nonprofit / Public Sector. The awards ceremony was held on October 12, 2012 at the Cobb Galleria Centre.

About IPG IPG is the leading provider of Device Benefit Management solutions, streamlining the management and delivery of implantable medical devices by working directly with health plans, clinical providers and facilities, and medical device manufacturers through its implantable Device Benefit Management program. IPG handles device coordination, billing, replacement, tracking and other services for participating providers in their health plan partner's ambulatory surgery center (ASC) and hospital network. The DBM program eliminates the complexity and the financial risks associated with the billing and reimbursement processes for providers, ensuring that patients receive innovative life-saving and life-enhancing device-intensive medical therapies. For more information about IPG, call us at

IPG CIO, Marty Smith Receives CIO of the Year Award

Published on Medical Design Technology (<http://www.mdtmag.com>)

1-866-753-0046, or visit us on the web at www.ipg.com.

CONTACT: IPG Kerry L. Perry, 770-753-0046 kperry@ipg.com KEYWORD: UNITED STATES NORTH AMERICA GEORGIA INDUSTRY KEYWORD: HEALTH PROFESSIONAL SERVICES INSURANCE GENERAL HEALTH MANAGED CARE SOURCE: IPG Copyright Business Wire 2012 PUB: 10/15/2012 03:27 PM/DISC: 10/15/2012 03:27 PM <http://www.businesswire.com/news/home/20121015006622/>

Source URL (retrieved on 12/19/2014 - 6:57pm):

<http://www.mdtmag.com/news/2012/10/ipg-cio-marty-smith-receives-cio-year-award>