Dr. Geeta Nayyar to bridge medicine, business, and health information technology as chief medical officer for Greenway Health

A nationally recognized leader in health information technology, Dr. Nayyar brings the physician’s perspective to Greenway’s solutions and services and interactions with customers

TAMPA, Fla. (PRWEB) May 13, 2019 -- Greenway Health, a leading health information technology and services provider, has appointed Dr. Geeta Nayyar chief medical officer. Dr. Nayyar is a nationally recognized leader in health information technology as well as a practicing physician.

As chief medical officer, Dr. Nayyar brings the physician’s lens and voice to Greenway’s vision for driving innovation and collaboration in healthcare — especially as the company continues to deliver services and solutions that prepare practices for value-based care and the future of healthcare.

Dr. Nayyar will be instrumental in guiding the development of Greenway’s next-generation EHR from a physician’s perspective. Greenway’s Intergy platform will evolve into the company’s state-of-the-art platform, now in development as Project Polaris, and will introduce technology that drives practice efficiencies to help physicians avoid burnout, reduce costs, and take advantage of new government payment models.

“Dr. Nayyar brings an expert’s perspective — bridging clinical medicine, information technology and business to really understand the challenges providers face in an evolving healthcare system,” said Richard Atkin, CEO of Greenway Health. “As a company and trusted adviser to our customers, Greenway values the physician perspective. Dr. Nayyar will join us in helping physicians and healthcare providers drive and adapt to change, whether that means succeeding in value-based care, improving patient outcomes, or aligning the clinical perspective to a practice’s unique vision and strategy.”

Dr. Nayyar was named among “Top 26 Smartest People in Health IT” by Becker's Hospital Review and ranked one of the “Top 25 Minority Executives in Healthcare” by Modern Healthcare. She is the author of the mobile health chapter in the HIMSS Medical Informatics textbook and a noted social media expert and blogger for The Huffington Post. In addition, MedCity News recognized Dr. Nayyar as one of 12 women who are “powerful voices in healthcare innovation and on Twitter.”

Previously, Dr. Nayyar was chief medical information officer at AT&T, where she provided subject matter expertise, thought leadership, and strategic direction. Also, she served as a member of the Healthcare Information and Management Systems Society (HIMSS) Board of Directors.

Most recently, Dr. Nayyar served as chief healthcare and innovation officer at Femwell Group Health, one of the largest management services organizations in Florida. During her tenure, she was instrumental in creating and launching innovations around physician and patient engagement technologies. She also established the company in the digital media and marketing space, hosting its medical YouTube channel “Topline MD TV.”

“Today, it’s all about patient experience,” Dr. Nayyar said. “I really believe that healthcare is in a revolution driven by the evolution of consumerism and tech. The patient and provider must be in concert at the center of this change and it's amazing to me how often they are kept on the outside. I want to help drive this change in a positive direction. And by joining the Greenway team — with its commitment to quality and innovation — I believe we can do this.”
As a specialist in rheumatology, Dr. Nayyar maintains an active practice while serving as an assistant clinical professor of medicine at Florida International University. She received her Doctor of Medicine and Bachelor of Science degrees from the University of Miami and earned her Master of Business Administration from the George Washington University.

About Greenway Health

Fueling our customers’ success is at the heart of Greenway Health’s work. Driven by our five-point customer pledge and our mission to be trusted advisers, we provide innovative technology, quality services, and strategic partnerships that help practices grow profitably, improve patient outcomes, run efficiently, and remain compliant with federal and state regulations. Greenway’s team of clinical, financial, and technology experts is committed to innovative solutions that keep people healthier and happier. We connect providers to the right information and insights, at the right place and time, so they can make patient-driven care a reality. Greenway partners with organizations and progressive providers across multiple specialties, which translates into millions of lives touched daily by our solutions. For more details, visit www.greenwayhealth.com, call 877-537-0063, or follow Greenway on Facebook, Twitter, and LinkedIn.
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