

Perceptive Software Hires Rob Lipowski to Lead Healthcare Solution Strategy

Opportunity to help healthcare organizations unlock the full potential of EMR investments through a complete patient record drives decision to head global team

SHAWNEE, Kan.

News Facts

- Lexmark's Perceptive Software announces that Rob Lipowski has joined the company as director of healthcare solutions, providing overall vision, leadership and oversight of Perceptive's global healthcare strategy. As the healthcare industry lead, Lipowski will ensure Perceptive Software products and solutions are aligned with healthcare market needs and deliver value to customers and channel partners around the world.
- In his new role, Lipowski will define Perceptive Software's healthcare portfolio, seek healthcare growth through the exploration of new solutions and geographic expansion opportunities, lead a global team to develop and launch high-performance software products and services, articulate strategy to direct and indirect sales channels, and guide activities related to the adoption of global healthcare solutions.
- Before joining Perceptive Software, Lipowski served as a director of IT for Cleveland Clinic where his team supported key clinical and business initiatives. Projects included providing custom software development and support for enterprise content management and Epic applications to address clinical interoperability, patient indexing, health information management and electronic signature integration. Lipowski also led Cleveland Clinic's development of a health information exchange (HIE) strategy to meet Meaningful Use II (MU2) objectives.
- Lipowski holds a B.S. in Computer Information Systems from Youngstown State University and an M.B.A. from Lake Erie College.

Supporting Quotes

- "Rob is an accomplished leader in health IT, with strong experience that includes one of the nation's most forward-thinking healthcare delivery organizations in the use of technology," said Scott Coons, CEO, Perceptive Software. "He shares our commitment to providing innovative solutions for healthcare that support optimal business and health outcomes for our clients and their patients."
- "Perceptive Software is the only company that offers a unified solution for managing and delivering all clinical, diagnostic and business content, both DICOM and non-DICOM, from any source, across the care continuum," said Lipowski. "I look forward to furthering the vision of completing the electronic medical record to enhance patient care and drive out associated costs."

Supporting Resources

- [Perceptive Software healthcare solutions](#)
- [InContext healthcare news and trends](#)
- [Rob Lipowski on LinkedIn](#)

About Perceptive Software

Lexmark's Perceptive Software (NYSE: LXX) builds intelligent capture, content management, process management, enterprise search and integration products that connect unstructured printed and digital information across enterprises with the processes, applications and people that need it most.