



## **PRESS RELEASE**

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### **Geoff Lawson Elected President of NCHICA**

RESEARCH TRIANGLE PARK, NC – Geoff Lawson, the Director of Information Systems at Morehead Memorial Hospital in Eden, NC, is the new President of the North Carolina Healthcare Information and Communications Alliance, Inc. (NCHICA). He was elected by the NCHICA Board of Directors at their Annual Meeting on September 28.

Lawson's goal for the coming year is to promote NCHICA's new mission to "assist NCHICA members in accelerating the transformation of the U.S. healthcare system through the effective use of information technology, informatics and analytics." According to Lawson, "We spent the last 17 years promoting the *adoption* of information technology in healthcare. This goal has been largely met, with electronic health records being implemented nationwide. Now we need to focus on the next steps: informatics and analytics -- how we measure and use the data being collected through electronic health records to improve patient care."

Lawson joined Morehead Memorial Hospital in 2006 and manages IT systems for the hospital as well as the nursing home, cancer center, diagnostics center and physician practices. As an active member of NCHICA's CIO Roundtable, he led the hospital's participation in the Nationwide Health Information Network (NwHIN) Project for both Phase I (Prototype Architectures) and Phase 2 (Trial Implementations). He recently headed the project steering committee for the creation of the NCHICA NwHIN CONNECT Gateway that allows the 16 hospitals in the Western North Carolina Health Network to electronically share clinical information with the VA Medical Center in Asheville, NC to serve the 30,000 veterans in the region.

Lawson earned a bachelor's degree in Engineering from the Florida Institute of Technology and served in the U.S. Navy as a nuclear trained submarine officer. After his

military service he worked in various leadership and management positions in the IT field. He resides in Eden with his wife and two daughters.

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NCHICA is a nonprofit consortium dedicated to “assisting NCHICA members in accelerating the transformation of the U.S. healthcare system through the effective use of information technology, informatics and analytics.” [Members](#) include leading organizations in healthcare, research and information technology. For more information, visit [www.nchica.org](http://www.nchica.org).