



“It’s All About the Data ”

A discussion about telehealth and security

*Speakers: Betsy Freeman, CEO of the Radius Advisory Group, LLC,
and Dr. Trevor Smith, Clinical Consultant, Verana Health*

Michigan HIMSS Chapter

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Speaker Bios

Betsy Freeman, CEO & Founder, Radius Advisory Group, LLC

- Betsy Freeman is the CEO and Founder of the Radius Advisory Group, LLC, a Management Consultancy focused on cybersecurity and cyberspace issues of national importance. The firm offers Strategic Advisory Services and Use Case Development and Testing.
- Prior to establishing the new firm, Betsy was the Vice President for Regional Operations, Ascolta, LLC, an emerging data analytics company, based in Herndon, Virginia. There she began development of a cyber portfolio and leveraged data analytics and business intelligence to fuel efforts in a rapidly growing cyber market.
- Betsy was previously the Department of Defense (DoD) Deputy, CIO for Business Process and Systems Review, where she initiated the creation of a data analytics function to provide more transparency on Information Technology (IT) costs and potential efficiencies across the DoD. She also served in the Executive Office of the Secretary of Defense where she was a member of the Defense Efficiencies Task Force (EFT) under Secretary of Defense Robert Gates.
- Freeman's industry experience includes PricewaterhouseCoopers, where she held concurrent positions as Chief of Staff for the Americas Utility Industry Practice and Senior Director for Marketing and Business Development. As a U.S. Air Force active duty officer, she also served as Media Relations Strategist and Public Affairs Advisor to USAF Deputy, Chief of Staff for Operations and the Air Force General Counsel during Operations Desert Shield and Desert Storm.



Speaker Bios

Dr. Trevor Smith, Clinical Consultant, Verana Health

- Dr. Trevor Smith is a Michigan native, who grew up in the city of Holland before going to Hope College for his undergraduate degree in Chemistry. He is a physician with many interests.
- While at the University of Michigan Medical School he developed and co-founded the Innovation curriculum and participated in multiple startup accelerators. He then went on to train in Ophthalmology at Beaumont Hospital in Royal Oak. He was accepted into an advanced oculoplastics training program before redirecting his clinical career toward Comprehensive Ophthalmology, focusing on cataract surgery and minimally invasive glaucoma surgery.
- In addition to his eye surgery practice, he is a Clinical Consultant for Verana Health, a leading data health company that has exclusive partnerships with the American Academy of Ophthalmology and the American Academy of Neurology. This consulting position involves a number of roles including UX/UI, data analysis, data security, software development, telemedicine, and strategy. Most recently, he was involved in the final development of a recent iPhone application, "Verana Vision Test," which is available on the iTunes store. In his leisure time, Dr. Smith enjoys reading about cryptographic solutions to sound money and educating young professionals on the importance of disability insurance with a new startup called FinancialMD.com.

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Q & A

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