

## Robert Goldstein brings health care IT background to Oakland's Cliff Consulting

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Health care IT veteran Robert Goldstein joined Oakland's Cliff Consulting Inc., and will plan and lead projects in health care and other sectors for the firm's Bay Area clients.



Goldstein, who has 25 years of experience primarily in health care information technology, was most recently vice president and business information officer in Kaiser Permanente's Information Technology division, where he managed the implementation of a \$5 billion electronic medical records program. He has also served as director of patient management systems at UCSF Medical Center. As a consultant to large institutions including UCLA Medical Center, Wake Forest University Medical Center in North Carolina and Fischer-Titus Medical Center in Ohio, he led systems selection and custom development projects.

Goldstein expects to use his experience to help Cliff expand its roster of health care companies. While he expects to focus on his area of expertise – selecting and installing new systems – he also expects to do general management and information technology consulting work outside of health care.

The ethics and integrity of the team he came to know at Cliff were in large part what drew him to the company, he said. As a boutique firm, a company typically works with a Cliff consultant over the course of an entire project, a different model from larger consulting firms where less experienced junior consultants do most of the work that the senior partners bring in to the firm, he said.

In the health care arena, the move to electronic records has been a major driver in the clinical area. "Electronic medical records and all the surrounding systems are becoming an absolute necessity for every health care provider and every size," he said. Medium and smaller physician practices are somewhat behind the curve in this area; he sees those practices as an area of opportunity for Cliff.

Goldstein, a yogi and a strict vegetarian, lives near Golden Gate Park in San Francisco with his wife, a dog and a cat. He has a daughter and three grandchildren, and his passions include cooking, writing fiction and, as he says, a bit of golf.