

# HEALTH INFORMATION TECHNOLOGY



## Case Study

### Greenway Health thrives within Georgia's strong HIT ecosystem



Since its founding in Carrollton, Ga., in 1998, Greenway Health has thrived in large part because of the extensive collaboration and the wealth of thought leadership amassed within the healthcare community throughout the state. In fact, Greenway has experienced strong double-digit rates of growth for nearly a decade. The company is a leader in delivering value-based healthcare solutions, ranging from an electronic health record to revenue cycle management, data and business services, clinical research and more.

Greenway Health's newly established technology development center in Cobb County will focus on the research and development, customer support, professional and financial service areas that most directly benefit its customers. This will speed new information solutions to tens of thousands of current healthcare providers in practices and clinics that use Greenway Health solutions, as well as to potential new customers seeking innovative ways to improve care efficiency, quality, cost and outcomes.

"We couldn't continue to grow without having the right resources available to us," said Justin T. Barnes, Vice President, Industry & Government Affairs, Greenway. "From non-profits to the college and university system, we have a tremendous and vibrant community in Georgia that emboldens us, encourages us and supports us in all of our efforts."

Georgia is a tax-friendly state that allows for easy recruitment and relocation because of a high quality of life. Greenway works closely with local colleges and universities such as the University of West Georgia, the Georgia Institute of Technology, the University of Georgia, West Georgia Technical College and others to bolster its workforce development structure, often hiring students who participated in Greenway's established internship program.

Greenway also took advantage of Quick Start, a no-cost workforce training program that is part of a host of offerings the state makes available to qualified new or expanding companies. Quick Start fueled what will most likely become the company's largest team; what started as a group with 20 to 30 employees has since grown to employ nearly 2,000 Georgians.

"Economic leadership in Georgia also provides quality and workable incentives for growing and developing jobs in the state, the Quality Jobs Tax Credit and the Retraining Tax Credit being two prime examples," Barnes added.

#### WHAT GEORGIA OFFERS GREENWAY HEALTH

- > Vibrant HIT community
- > Excellent higher education system and research and development resources
- > Quick Start workforce training program
- > Tax-friendly environment and generous incentives
- > Quality of life



"We have a healthcare ecosystem here that continues to be the catalyst for the organic and attracted growth that has positioned Georgia as the Health IT Capital of America – and the world."

**Justin T. Barnes**  
Former VP Industry & Government Affairs  
GREENWAY

The content of the case study was provided in 2013.

## About Health Information Technology in Georgia

The Health Information Technology (HIT) sector in Georgia is one of the strongest in the U.S. because of the state's robust telecommunications infrastructure and healthcare system, skilled workforce and pro-business environment.

More than 225 HIT companies employ approximately 30,000 people. Among those HIT companies that have a significant presence in Georgia are Allscripts, Change Healthcare, CIOX Health, Craneware, GE Healthcare, Greenway Health, Navicure, nThrive, Philips Healthcare and SIS.

One of the founding members of the world's largest HIT organization, Healthcare Information and Management Systems Society (HIMSS), was a professor at the Georgia Institute of Technology. Two of the country's largest fiber optic routes – North/South and East/West – cross in metro Atlanta, which ranks in the top five U.S. markets for total bandwidth and fiber access.

### FOR MORE INFORMATION

Contact the life science team at the Georgia Department of Economic Development  
678.252.9345

[Georgia.org/HIT](http://Georgia.org/HIT)

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### TOP GROWING IT INDUSTRIES

State	2010-2015 Historical Growth	2015-2025 Projected Growth
Florida	-1.3%	9.5%
Texas	5.4%	8.9%
<b>Georgia</b>	<b>8.1%</b>	<b>8.0%</b>
Washington	8.4%	6.5%
<b>United States</b>	<b>3.0%</b>	<b>5.1%</b>
California	10.0%	4.7%
Massachusetts	2.8%	3.3%
Illinois	-3.8%	3.0%
New York	3.9%	2.1%
New Jersey	-5.2%	2.0%
Pennsylvania	-8.5%	1.5%

Source: Moody's Economy.com, October 2015 via Georgia Power



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