



# Dr. Gordon Jones

DHA, MHSA, FHIMSS(C), PAHM, PPM, CPSCA, CBP

[email@gordonjones.org](mailto:gordonjones.org)

[www.Linkedin.com/in/drgordonjones](http://www.Linkedin.com/in/drgordonjones)

North Augusta, SC 29841

706.383.3776

To Whom It May Concern:

I have 25 years of digital and health innovation, entrepreneurship, and business development experience that encompasses much of which is required by any innovation based organization. Through this experience, I have coached, mentored, and educated people, teams and organizations in the dynamics of digital technology to manage health, emergency and financial information, as well as the all-important customer experience, communication and engagement required any company or project.

To summarize this experience, I am or have been:

- GA HIMSS Board Member 2019-2022
- Adjunct Professor of Blockchain; iSchool, University of South Carolina; Fall 2020
- Curator for the startup and personal development community, Createyourself.com
- Entrepreneur-in-Residence for the Kauffman Foundation funded StartupLife program;
- Co-founded the Augusta business incubator, innovation center, & co-working facility – TheClubhou.se;
- Co-founder and Chairman of PalmettoChain.com – a professional organization promoting Blockchain
- Advisor, educator, speaker and investor in blockchain and cryptocurrency projects worldwide;
- Song Writer/Singer of the blockchain anthem, “Blockchain Movement”
- Three years designing/developing health and wellness wearables devices;
- Deployed the GADPH Mobile EMT Patient Tracking application throughout the state of Georgia;
- Developer of the GuardianWatch mobile live video streaming app (iOS/Android) for NG911 piloted in Columbia SC & Atlanta GA (a SC Launch Pitch seeded company);
- Designed healthcare provider networks for taking full-financial risk for services;
- Negotiated managed care contracts for self-insured employers;
- Worked inside the health system to develop and deploy continuous improvement programs;
- Developed an electronic claims algorithm to ID and control employer spend on implantable medical devices;
- Created social media and marketing campaigns for health services and technology;
- Designed communication technologies to facilitate better understanding and experience in healthcare;
- Adjunct professor teaching medical and business university students; and
- Written many articles on startups, innovation, healthcare, and personal/professional development in order to share my knowledge [40,000+ Connections & Followers on LinkedIn | 3,800+ on Facebook]

I am married to Dr. Jennifer Jones, a PhD CCC Speech Pathologist, Board Certified Swallowing Specialist, Certified Neuro-Developmental Treatment (NDT) Specialist, and international speaker and author with a private pediatric practice. Together we have adopted two children from the Georgia Foster System and three from China with various special needs. We have recently established the Apparo Academy of Integrating Learning, a preschool for medical fragile children through our non-profit foundation. We are members of the Lakeside Baptist Church and reside in North Augusta, South Carolina.

Most Sincerely,

  
Gordon Jones, DHA

**Principal Owner**

Createyourself.com LLC, invests its time, knowledge and funds in growth stage companies and their management teams to accelerate growth. Coaches individuals and teams in personal development and management. Much of the non-employment work below has been conducted through the Createyourself.com, LLC

THECLUBHOU.SE & STARTUPLIFE.ORG | AUGUSTA, GA

2012 to 2019

**Co-founder | Entrepreneur-in-Residence**

Co-founding member of the non-profit incubator and co-working space, theClubhou.se. As EIR, designed the curriculum and primary teacher of two cohorts of 10 startups in the StartupLife program, funded by a \$500,000 grant from the Kauffman Foundation for Entrepreneurship, and helping to promote entrepreneurship and the startup ecosystem around the greater Augusta region.

ELEMENTS OF GENIUS, LLC, CHARLESTON, SC

2014 to 2016

**Founding Chief Health Officer**

An innovation development company producing wearable health devices for IoT; leading the design and functionality team engaging the medical community in customer discovery and user groups.

WEST CORPORATION, OMAHA, NB

2011 to 2015

**Senior Vice President for Healthcare Strategy**

West Corporation is a \$5 billion consumer engagement and communications company expanding their offerings into healthcare focusing on patient and provider engagement.

- Co-developed the Guardian Watch mobile application for NG911 on the West backbone
- Consulted with the executive management team to develop their go-to-market healthcare strategy
- Acted as the senior account manager to large health system customers East of the Mississippi

NATIONAL DATA CORPORATION: NDC|HEALTH (CHANGEHEALTH), ATLANTA, GEORGIA

1997 to 2000

**Executive for Business Development**

A billion dollar international pharmacy and health information services company.

- Expanded NDC's market share as a member of the CEO's corporate internet strategy team
- Sold over \$10 million in services to healthcare payors

FPA MEDICAL MANAGEMENT, INC., COLUMBIA, SOUTH CAROLINA

1995 to 1997

**Regional Director for Business Development**

First employee in the SE responsible for bringing the company into SC, NC, GA and FL

- Grew the region from zero to 220,000 global risk managed health lives
- Created four primary care physicians networks consisting of 1,100+ members
- Generated annual revenues exceeding \$100 million

JAMES L. DOOLEY & ASSOCIATES, CHARLESTON, SOUTH CAROLINA

1993 to 1995

**Senior Account Executive**

- Executed a seven figure contract to build out an academic health system primary-care-physician network

MEDICAL UNIVERSITY OF SOUTH CAROLINA

1991 to 1993

**Administrative Resident – Children's Hospital**

- Served as the first Admin Resident and Assistant to the Administrator of the MUSC Children's Hospital
- Coordinated the MUSC quality improvement programs for the Office of the CEO

**Intern to the President – Office of Dr. James B. Edwards (Former Governor & Sec. of Energy)**

- Served two consecutive years as Intern to the Office of the President & the Board of Trustees

UNITED STATES ARMY

1984 to 1991

751<sup>st</sup> Maintenance Company, South Carolina National Guard, Columbia, SC  
2/319<sup>TH</sup> AFAR, 82<sup>nd</sup> Airborne Division, Ft. Bragg, NC

ANDERSON AREA MEDICAL CENTER (ANMED)

1982 - 1984

**Patient Care Services**

- Male Patient Attendant

**Maintenance Department**

## EDUCATION

- Doctor of Health Administration and Leadership, Medical Univ of South Carolina, Charleston, SC
- Master of Health Services Administration, Medical Univ of South Carolina, Charleston, SC
- BA - Government and International Studies (China), Univ of South Carolina, Columbia, SC
- BS - Business Administration, The Citadel, Military College of South Carolina, Charleston, SC

## ACADEMIC APPOINTMENTS

- Augusta University Health System Board – Committee for Audits and Compliance (One Yr. Term) 2013 to 2014
- Organizing Committee – Augusta Univ Confucius Institute for Traditional Chinese Medicine 2013 to 2015
- Adjunct Assistant Professor: Augusta University, Hull College of Business, Dept. of Mgt IS 2011 to 2014
- Editorial Board, International Journal of Medical Banking; Medical Banking Institute, HIMSS 2007 to 2009
- Adjunct Asst Professor; Medical University of South Carolina, Health Administration 2004 to 2011

## RESEARCH

Beyond the research Dr. Jones has conducted to launch many new business ventures, in 2001 he presented his doctoral dissertation findings from his study of the monetary effect of physician's adopting the internet. Internet users indicated they would switch doctors from ones that don't use it in their practice to those that do resulting in a projected transfer of \$3 billion in primary care dollars (1999USD). With blockchain, digital health, IoT, and provider risk-taking through ACA, HITECH, and HHS incentives, Dr. Jones predicts the adoption should accelerate from 40% 2017 to 90% by 2020.

## SPECIALIZED TRAINING

- Certification as a Blockchain Professional (CBP) Technology Business Model Developer
- Certification as a Senior Care Auditor (CSCA)
- Academy for Healthcare Management – Professional Certification (PAHM)
- Advanced Professional Project Management; Villanova University (PPM)
- FastTrac® New Venture, Growth Venture, and Tech Venture – SC Launch & Kauffman Foundation
- Executive Coaching Certification Course – The Boylston Group, LLP
- Executive Conversation's Consultative Sales Program
- Dale Carnegie Sales Advantage Program
- Innovation @ Work 3.0, 2.0, & 1.0 – Audio-tech Business, Inc.
- Formerly licensed for Life, Health and Disability, and Series 6 & 63 Financial Product Sales

## BUSINESS APPLICATIONS

All Microsoft Office, iOS, Android, MSMobile, Adobe Pro, Photoshop, WordPress, HubSpot, MailChimp, Buffer, Shareaholic, Twitter, Facebook, Pinterest, Salesforce.com and Capsule CRMs, and LinkedIn

## ASSOCIATIONS

- GA HIMSS Board of Directors and Fellow HIMSS Candidate 2019/2020
- HIMSS, ACHE, MGMA, HFMA, NENA
- The Rotary Club of Augusta – A Paul Harris Fellow, 2004
- Toastmaster's International – President of Georgia Carolina TM 2016
- The World Future Society (Lifetime) – Futurist BetaLaunch Winner 2011
- The Oxford Club (Lifetime) – Chairman's Circle

## PUBLICATIONS

- How to Createyourself.com – A process for Personal Development
- Curator for [Createyourself.com](http://Createyourself.com)
- Universal Health Coin White Paper – Reinventing Healthcare Finance and Payment through Blockchain
- The HELO into Healthcare Manifesto – Health and Wellness industry adopt the wearables into their care models;
- [LinkedIn Pulse](#) 226+ articles on various subjects of healthcare, business, investing and personal development;
- PGHD Leads to Precision Medicine
- Employers are Simply Worn Out
- Wearables and IoT in Healthcare
- Wearable Biosensors Reveal Useful Health Related Information
- Patient Generated Health Data

- Health Tech Trends We Should Know
- Guide to Social Media Marketing;
- The Guardian Watch Public Safety Blog – Prepare and Respond;
- The Future We Are Creating Here by John Warner. Jan. 2010, Contributing Editor;
- As They Grow: Early Childhood Development by Jennifer L. Jones, PhD. 2<sup>nd</sup> Edition. Nov. 2010, Editor;
- 2010 Trends & Strategies for The Self-Insured. THE SELF – INSURER JOURNAL, Vol. 25, Nov. 2009;
- Staging Innovation in Health Care, MUSC CHP – 2009
- Manual to building a Mobile Modified Barium Swallow Clinic Business from scratch, 2<sup>nd</sup> Edition 2009;
- The Start Up Handbook: How to identify, qualify and start up your own health related company, 4<sup>th</sup> Edition 2009;
- Using Pharmacy to Lower Medicaid Costs. SC POLICY COUNCIL, ISSUE PAPER, 3rd Edition 2003;
- eHealth Consumerism: Impact consumers have with their physician to adoption the Internet and other eHealth technologies; HEALTHLEADERS.COM 8-27- 2001;
- It's Not The Technology; It's The Business Model; HEALTHLEADERS.COM; November 20, 2000;
- Informed Care: A New Era for Health Care; MODERN PHYSICIAN; January 2000.;
- Quality Improvement in the Era of Managed Competition. CAROLINA HEALTH SERVICES REVIEW; Summer, 93, 1(1);

#### SPEAKING ENGAGEMENTS

- Keynote Speaker – GA HIMSS Fall Session on Patient Engagement – Savannah GA Nov. 19<sup>th</sup>, 2019
- Keynote Speaker - South Carolina Government IT Directors Association Annual Conf – Columbia SC Sept. 2019
- Keynote Speaker - Government Financial Managers Association of SC – CE – Blockchain 101 – May 2019
- DIGSouth Conference – Big Pitch Competition – April 2019
- Charleston Supply Chain – Blockchain in the Supply Chain – April 2019
- Georgia Cyber Center Cyber Lair Competition – Augusta GA Jan 2019
- SC Launch Pitch Competition – Columbia SC Jan 2019
- Texas Blockchain Association Summit – Dallas Oct. 2018
- Cryptonite Ventures Blockchain Conference – San Francisco Sept., 2018
- Blockchain in Healthcare Summit – Boston 2018
- McNair Institute Innovation Summit – Charleston May 2018
- Technology Association of Georgia/ATDC Health Tech Expo 2017
- Augusta University Innovation Summit 2016
- Many Toastmaster’s Events
- InnoVenture Mobility Summit – Where Do Ideas Come From
- National Emergency Number Assc Annual Conference – Mobile applications for emergencies and personal security
- InnoVentureSE – How I Started up a Start-up
- Rotary International – Evolution or Creation; Do we really invent new things or just repurpose old ideas?
- InnMobility Conference – How to use Guardian Watch for Mobile Security

#### PHILANTHROPIC

- Co-founder and Executive Chairman of SHARE, a non-profit health cost sharing organization for canines
- Founding board member of the [Apparo Academy](#) providing pre-school education and therapeutic services
- Organizing Committee for the Augusta University Confucius Institute for Traditional Chinese Medicine
- Founding Board Member of the Technology Association of Georgia – Augusta Chapter
- Board Member, Foundation for Therapeutic Options – Funding for Speech, OT & PT services for Children
- Founder and Tournament Director – Bocce for Therapy Options – Raising funds for children’s speech therapy
- Founder of Mo-adoptions.org (in-development) to draw attention to the need for adopting children in the US

#### ATHLETIC ACHIEVEMENTS

- 2009 70.3 Augusta Ironman
- 2008 70.3 Ironman Beach to Battleship
- 2008 San Antonio Marathon and the 2009 Mount Desert Marathon Maine
- 2007 **Gold Medal** US Men’s Beach Ultimate Team, BULA World Championships
- 2004 **Silver Medal** US Men’s Beach Ultimate Team, BULA World Championships
- 1980 AAAA State Soccer Championship, TL Hanna High School, Anderson, South Carolina
- US Tennis Association – Lifetime