



RICHARD O’SULLIVAN TO KEYNOTE AT NATIONAL HEALTHCARE MEETING

Contact: info@harnesschange.net
+1 (410) 793-5685

FOR IMMEDIATE RELEASE

April 22, 2010 11:00 a.m. EDT

(Arnold, MD) Richard O’Sullivan, principal of [Change Management Solutions](http://harnesschange.net), will deliver the closing keynote address at the Medical Transcription Industry Association’s 21st Annual Conference on April 30, 2010 in Daytona Beach, FL. The address, entitled *Finding Opportunity in the Post-Recession Economy without Fear* will examine how the causes of the recession and the drivers of the recovery are changing healthcare delivery and, in turn, creating new opportunities for medical transcription services providers.

O’Sullivan explains, “We [Change Management Solutions and MTIA] selected that title recognizing that change is not easy and sometimes scary, especially in tough economic times. But, it is those very circumstances that create the greatest opportunities. We want MTIA’s members to walk away from this address with a sense of empowerment to use these forces to their advantage.” The trends O’Sullivan will focus on are the responses to growing shortage of medical practitioners, the call for physician accountability, patient empowerment, the globalization of healthcare delivery, and the potential of EHRs.

O’Sullivan, who has a national reputation in health economics, currently serves as the vice-chairman of the National Association for Business Economics’ Health Economics Roundtable. He has provided keynote addresses for several association meetings in the U.S. and Europe.

Change Management Solutions is a four-year old economic and strategic consulting firm that applies economic and public policy analysis tools to “help clients to identify, understand, and harness the forces of profound change.” For more information on its services, visit its web site, <http://harnesschange.net>