



## **Media Alert: HIMSS Analytics announces exclusive Latin America License Agreement with FOLKS**

HIMSS Analytics is pleased to announce it has awarded FOLKS HEALTH IT CONSULTING LLC an exclusive license agreement for offering HIMSS Analytics products and services in Latin America. Established in 2013 by its Chief Executive Dr. Claudio Giulliano Alves da Costa, FOLKS has worked tirelessly to assist hospitals in Brazil and Argentina on their digital journey. Many of these hospitals have already achieved both Stage 6 and Stage 7 of the international HIMSS Analytics EMR Adoption Model<sup>SM</sup> (EMRAM). Whilst primarily based in Sao Paulo, Brazil, FOLKS will offer HIMSS Analytics-related services throughout Latin America to help healthcare organizations and government agencies use the maturity models for benchmarking and performance improvements.

Dr. Giulliano is a qualified medical doctor with a Master of Science in Health Informatics from the State University of Campinas, and he is a Certified Professional in Healthcare Information and Management Systems (CPHIMS) from HIMSS. As a health informatics consultant, Dr. Giulliano has been a part of a number of significant hospital projects in the past few years, involving strategic health plans, IT companies and government entities. He is also a former president and current member of the board of the Brazilian Health Informatics Association (SBIS).

John Rayner, Regional Director – Europe and Latin America, said “We are all extremely pleased that this exclusive license agreement with FOLKS is now in place. Claudio will be a valuable asset to all those health organisations south of the North American border who are looking to improve their level of digital maturity. It is important to have local resources in such a large geographical region but even more so a resource who is known to HIMSS Analytics and who is more than capable of extending and expanding the HIMSS Analytics mission in this important region.”

HIMSS Analytics Global Vice President John Daniels said: “HIMSS Analytics welcomes the opportunity to work with FOLKS in our efforts to achieve the HIMSS global vision of better health through information and technology. FOLKS will help extend the reach of the EMRAM and other maturity models to accelerate the adoption of information technology in Latin America. We believe this acceleration will result in better health across the region.”

For more information on this announcement, please contact Dr. Giulliano via email at [folks@folks.la](mailto:folks@folks.la).

### **About HIMSS Analytics**

HIMSS Analytics is a global healthcare IT market intelligence, research and standards organization assisting clientele in both healthcare delivery and healthcare technology solutions business development to make lasting improvements in efficiency and performance.

### **About FOLKS**

FOLKS is a health IT consulting firm, driving digital transformation in healthcare thru consulting and training services for healthcare organizations, government and IT vendors throughout Latin America.