

Joanne Frederick

President and CEO at Market Strategies

Baltimore, MD, US

Proven Government Contract Strategist

Biography

As President and CEO of Market Strategies, Joanne has spent the last 20 years consulting on public sector healthcare programs. A proven business development professional, she has helped her clients win contracts in excess of \$25 billion. Joanne has developed operational, marketing and product strategies; performed organizational analysis; developed organizational structures; and designed complex implementation plans. She helps clients understand the Federal and State market and strategic positioning, identifies partners and establishes appropriate growth targets. Ms. Frederick has played an integral role in hundreds of government procurement projects in the Medicare, Medicaid, TRICARE, behavioral health and long-term care programs.

Availability

Keynote, Moderator, Workshop, Author Appearance, Corporate Training

Industry Expertise

IT Services/Consulting, Government Administration, Health Care - Services

Areas of Expertise

Public Sector Healthcare, Government Contracting, Proposal Development

Affiliations

HIMSS

Sample Talks

The Strategic Value of Government Business

Pursing a Government contract strategy can bring significant rewards along with appreciable risk. Yes, the Federal Government awarded over \$460 billion in contracts in FY 2013. Yes, many companies have built very successful and lucrative lines of business focused on delivering solutions, services and goods to the Government. Yes, the barriers to entry can be high. Generally considered low-margin business, the Government can be a difficult customer with arcane rules and a risk adverse attitude. Is it worth it? The answer is maybe. For a company looking to increase value and improve buyout prospects (and values), Government business can provide the leverage, credibility and sustainability in an otherwise vanilla world.

Incumbent Disease

A exploration of why incumbency, specifically during the second re-compete, is the most dangerous time for a Government contractor. This talk explores the reasons for "Incumbent Disease" and how your organization can guard against catching the virus.

Event Appearances

Wellness 2.0

Health 2.0

Education

University of Phoenix

Bachelor of Science Business Administration

Tai Sophia Institute

Master of Arts AHA/Transformative Leadership and Social Change

Johns Hopkins University

Summer Institute Public Health

Accomplishments

VA Patient-Centered Community Care

My client was awarded a five-year contract worth over \$4.3 billion to administer the VA Patient-Centered Community Care contract in 28 states.

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