



**Want more Health Care Sales ?**  
**I can help you HIPAA-fy your products and services, and help sell them, too!**

*“RapidFire Tools was honored and thrilled to be picked by CRN (Computer Reseller News) as the #1 Coolest Managed Services Offering of 2014 for our HIPAA Compliance Module. The truth is that we could not have developed the software without the input, guidance and expertise of Semel Consulting.”*

*Michael Mittel, President, RapidFire Tools, Inc.*

**SECURITY SOLUTIONS, CLOUD SERVICES,  
 ONLINE BACKUP VENDORS, SOFTWARE DEVELOPERS, DATA CENTERS**

**PRODUCT DEVELOPMENT**  
 If you are developing a new product we can help you include HIPAA compliance components in the initial design. We work side-by-side with your team and review versions throughout the development process. If you have an existing product we can help modify it for HIPAA.

**TRAINING VIDEOS**  
 We record expert HIPAA content to support your solution. This can range from product demonstrations and training to selling tips, interacting with clients, and training your staff.

**TRADE SHOWS & CONFERENCES**  
 We bring HIPAA expertise to your booth, keynotes, and breakout sessions.

**BUSINESS RESULTS**  
 Your company may have to comply with HIPAA as a Business Associate. We can help you comply. We can help you reduce the risks of your staff or even your clients dragging you into an expensive and embarrassing data breach investigation.

We have more than 15 years’ hands-on HIPAA experience. Mike Semel owned an MSP business, was CIO for a hospital and a K-12 school district, and Chief Operating Officer for an online backup company that offered cloud recovery. We have helped vendors bring new products to market, and modify existing products to assist with compliance and grow sales. We are certified HIPAA experts and can help you. Contact us now to discuss your needs.  
 Rose Ketchum  
[rose@semelconsulting.com](mailto:rose@semelconsulting.com) 888-997-3635 x 202

**DOCUMENTATION**  
 We can write your user manual, including how to use your solution and tips on how your solution can help with HIPAA compliance.

**WEBINARS & WORKSHOPS**  
 We participate in webinars and workshops to educate your prospects and customers, and generate loyalty to your company for providing education critical to their businesses.

**ADS & MARKETING**  
 We work with your marketing department to create or edit marketing materials that are accurate and compelling.

**WHAT VENDORS SAY ABOUT SEMEL CONSULTING**  
*“While developing our innovative self-service health analytics platform it was suggested we engage with Semel Consulting. Semel helped us apply HIPAA to our cloud services, and advised on protecting our company against security incidents caused by users of our platform. We appreciate Semel’s approach which was to help us improve our security and business practices and also provide better value to our customers.” Paul Magelli, CEO, Apervita*  
*“Do you know of anyone that you would suggest we speak with who could provide us with “expert” assistance on \_\_\_\_\_ marketing, similar to what you did with HIPAA? To be more clear, while we would welcome product suggestions, our main desire is to find someone with your level of “market” and “sales” expertise and presentation skills that could work with us on \_\_\_\_\_ presentation material and the actual presentations via webinar, etc.” –*  
 IT VENDOR