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**Anuj Desai, Director of Business Development for the New York eHealth Collaborative,
Selected as a Member of Crain's New York Business "40 Under 40" Class of 2013**

Honored for Leading Health IT Innovation in New York State

New York, NY (March 25, 2013) – [The New York eHealth Collaborative](#) (NYeC) today announced that their Director of Business Development, Anuj Desai, has been selected as one of [Crain's New York Business "40 Under 40" Class of 2013](#).

Since joining NYeC in November 2010, Desai has led the organization's market development efforts and has played a crucial role in helping NYeC transform healthcare in New York State through the development of the Statewide Health Information Network of New York (SHIN-NY), a secure information network that allows healthcare providers the ability to seamlessly share patient records across the state.

Desai has led strategic initiatives such as the New York Digital Health Accelerator, the creation of the first statewide clinical application programming interface (API) for software developers to create applications for the SHIN-NY, and the development of interoperability standards that allow data sharing across EHRs for physicians which has national impact for over half of the country.

The New York Digital Health Accelerator (NYDHA) is a program created by NYeC and the Partnership for New York City Fund to incubate early and growth-stage startup companies developing cutting-edge tools for healthcare providers. The \$4.2M program provides funding and mentorship by 26 leading hospitals throughout New York State. The program also creates critical jobs within the emerging health IT sector in New York. The first class of companies will be presenting their products at the NYDHA demo day on May 8th in New York City.

"I am incredibly honored and humbled to be recognized as part of Crain's 40 Under 40 class with such an accomplished group of leaders from a variety of industries," said Anuj Desai, Director of Business Development for NYeC. "I am privileged to be a part of a mission-driven organization such as NYeC that is working to revolutionize healthcare for all New Yorkers through health IT."

"On behalf of the entire team at NYeC, we are proud to congratulate Anuj on being chosen as a member of Crain's New York 40 Under 40," said David Whitlinger, Executive Director of NYeC. "Anuj has been an integral leader at NYeC and has been key to our organization's progress and efforts to propel healthcare forward in New York State and across the country."

Crain's New York Business "40 Under 40" recognizes the top young rising stars in the New York City business community. This year's class hails from a diverse range of industries including finance, music, technology, retail, healthcare, and real estate. A complete list of winners, along with a personal profile for each, appears in this week's Crain's New York Business and on crainsnewyork.com/40under40.

About Anuj Desai, Director of Business Development, New York eHealth Collaborative

Anuj Desai is Director of Business Development for the New York eHealth Collaborative (NYeC). In this role, he is responsible for developing and managing strategic relationships and alliances with the various vendors and partners that interact with NYeC. He also leads the New York Digital Health Accelerator, development of the first statewide application programming interface (API) with access to clinical data, incubation of new capabilities within the statewide network, and the development of standards to make health IT interoperable across state lines.

Anuj has over 12 years of experience in business development, strategy, and relationship management experience in the healthcare industry. Before joining NYeC, he worked in a business development role at Johnson & Johnson focused on developing whitespace strategy and forming business cases for M&A and organic growth in health technology. Previously, he has worked for a software consulting company developing clinical data management tools for pharma and biotech clientele. He received his MBA from University of Maryland's Robert H. Smith School of Business and his undergraduate degree in Biotechnology from Rutgers University. Follow him [@iAnujDesai](https://twitter.com/iAnujDesai).

About The New York eHealth Collaborative (NYeC)

NYeC is a not-for-profit organization, working in partnership with the New York State Department of Health to improve healthcare for all New Yorkers through health information technology (health IT). Founded in 2006 by healthcare leaders, NYeC receives funding from state and federal grants to serve as the focal point for health IT in the State of New York. NYeC works to develop policies and standards, to assist healthcare providers in making the shift to electronic health records, and to coordinate the creation of the [Statewide Health Information Network of New York](#) (SHIN-NY), a network to connect healthcare providers statewide. For more information about NYeC, visit www.nyehealth.org and [@NYeHealth](https://twitter.com/NYeHealth).

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Crain's New York Business provides you news, information and connections on all facets of New York through the prism of business. Crain's is available on Mondays with a circulation of more than 59,000 and online at crainsnewyork.com. Crain's also publishes two newsletters including the Crain's Insider, a political newsletter and Crain's Health Pulse, a health care industry newsletter.

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