



Michael Rubenstein Biography

Michael Rubenstein is the Executive Director of Pathway Alliance. Pathway Alliance was started in May 2007 in an effort to provide solutions to the convenient care and consumer direct healthcare industry. The group has a singular vision resulting in a turnkey solution for healthcare constituents servicing the traditional healthcare market as well as the consumer direct healthcare space.

Rubenstein and Pathway Alliance have relationships with over 100 entities in the convenient care market and many other healthcare providers, healthcare investors, retailers and pharmacy entities that are all very much a part of the new order facing healthcare today. Many of these relationships are comprised of the thought leaders who are paving the way for free enterprise and its positive impact on America's healthcare system. Rubenstein serves as a business development and marketing director / consultant for several leading technology companies and organizations that strive to make a difference in healthcare while prioritizing the patient beyond all else.

Pathway Alliance is comprised of an EMR / Practice Management tool (complete with billing scheduling, EMR, reporting, a "best of class" market intelligence and targeted marketing firm, focused on consumer marketing disciplines, specializing in customized marketing analytics and site location analysis, a chronic condition monitoring and Personal Health Record offering for medication therapy management services, a full service consulting organization that offers assistance with planning, startup/implementation and practice management and a national architectural design and construction firm that actively builds out the free standing and internal store-based convenient care clinics on a national level.

Much of Rubenstein's attention has been spent supporting the efforts of the convenient care industry in an effort to debunk the myth that the space is in direct competition with other traditional healthcare practices (i.e., family practice, hospitals, specialists, etc). Rubenstein sits on the Clinical Advisory Board of the CCA and writes about consumer-direct healthcare initiatives in the non-foods section of Progressive Grocer. Rubenstein is a frequent speaker on behalf of the convenient care business model and its advantages to both the healthcare systems and the patient.