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Arthur Gasch is Founder of Medical Strategic Planning, Inc. (MSP), a New Jersey based, employee-owned medical business intelligence firm. Arthur Gasch has tracked U.S. and Canadian healthcare markets since 1971. He and a colleague created the first medical computer application seminars for Hewlett-Packard in 1975. In 1992, Arthur left his position as Medical Market Research Manager at Siemens Corporation to start MSP.

Arthur has presented at national conferences including the ICU 2010 Symposium in 1999 and more recently various TEPR, AHIMA, AGA, MGMA, and World Congress conferences. He and his partner, Betty Gasch, a nurse, have just finished a new book, "Successfully Choosing Your EMR - 15 Crucial Decisions", that will be available later from Wiley-Blackwell publishing at the end of the year. He is the architect of the MSP EHR Selector, an impartial, "Consumer Reports" type tool that helps physicians in any of 46 practice specialties find an EMR that fits their needs.

After graduating from Walnut Hills High School in 1964, Arthur studied Electrical Engineering at the Univ. of Cincinnati, as part of their 5-year coop program. He cooped at Cincinnati Bell Telephone and then as a student engineer at Avco Corp in Evendale, OH during college, testing sea-launched ballistic missile and other defense electronics systems.

After college in 1969, he worked at Tektronix in Chicago, before joining Hewlett Packard in 1971.