

## Don't merely spend your life – invest it



CHRIS  
BOUE



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**Chris Boue** has led a remake of CH Mack, the health care software firm in Blue Ash, since he took over a year ago. Changes have included investing several million dollars in product development and creating a new Web site, [www.chmack.com](http://www.chmack.com). Boue sees huge growth ahead for the \$5 million-a-year firm, which sells case management software to managed care groups, government agencies and health care systems.

Case managers use the software to help patients manage conditions such as diabetes. CH Mack, whose main investors include Fort Washington Capital Partners and Queen City Angels, has about 95 customers covering 7 million lives.

### **Why do you have the career you have?**

I chose the technology services field to make the greatest impact possible with the best tools of our time. I

chose to lead a health care technology company to make a significant

difference in our nation's health care delivery while building a world-class organization.

### **What is the most difficult aspect of your job?**

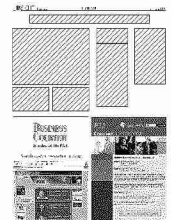
I'm constantly mindful of "doing the right thing," especially in tough economic times. Balancing the needs of stakeholders (staff, customers and shareholders) is an art that separates top business leaders from mediocre title holders.

### **What advice would you give a new boss?**

Think strategically and execute rigorously; challenge yourself and your staff to reach risk and grow; lead by passion and example.

### **What's your definition of a miserable, unsatisfying life?**

Spending your life, instead of investing it. Going through the motions, rather than making a difference. Working hard without passion.



**What is your favorite vacation spot?**

Cayman Islands

**What is the best book you've ever read?**

For basic business, "Good to Great." For leadership, "The 21 Irrefutable Laws of Leadership." And I'm currently reading "Organizing Genius," "The Power of Servant Leadership" and "QBQ!" (The Question Behind the Question).

**What music are you listening to right now?**

'80s rock 'n' roll

**What trait do you most value in your friends?**

Trust. Trust that weathers any storm; trust that grows with each passing year; trust that you can count on, regardless of circumstance.