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## **MEDVENTIVE BUILDS FOUNDATION FOR GROWTH**

*Hires Seasoned Industry Leader and Receives Series B Financing*

CAMBRIDGE, MA – March 2008 – MedVentive, the leading provider of business intelligence and patient outreach solutions that help providers and payers improve clinical outcomes while reducing costs, has taken significant steps to accelerate its growth with the addition of Nancy J. Ham as president and a member of the Board of Directors, and closing an additional \$3.55M Series B investment from its existing investors.

Jonathan M. Niloff, MedVentive CEO, said, “The confidence shown by our investment partners, HLM Venture Partners and Long River Ventures, and the addition of Nancy as President with responsibility for day-to-day business operations, are two key elements that will power our next decade of growth and further our ability to deliver innovative technology solutions that enable providers and payers to accomplish measureable improvement in population health while reducing medical and pharmaceutical costs.”

“We are pleased to provide this additional investment so that the company may further expand its industry-leading product suite and extend its sales and marketing reach,” stated Peter Grua, an HLM Managing Partner and member of the MedVentive Board of Directors. “In addition, we are delighted to welcome Nancy, with whom we’ve shared prior successes, to the company. We expect her experience to be pivotal in leading the company through a rapid expansion phase.”

Nancy’s past successes demonstrate her ability to optimize potential in private and public healthcare information technology companies. Some of her accomplishments include guiding Sentillion through a major expansion that increased the number of daily clinical users from 100,000 to over 300,000 in eighteen months. During her tenure at ProxyMed she tripled revenues from \$33.4 million to \$90.2 million and increased market position significantly to become the second-largest independent medical

claims clearinghouse. At Healtheon/WebMD Corporation she generated more than \$50 million in revenue as general manager of institutional and connectivity service.

“I am thrilled to have joined the management team of such an exciting company. I look forward to implementing programs that enhance the quality of the technology and services we offer our customers and the healthcare community, expand our customer base, and extend our technology leadership,” commented Nancy.



#### About HLM Venture Partners

HLM Venture Partners provides venture capital to emerging companies focused in the healthcare services, healthcare information technology, and medical technology sectors. HLM Venture Partners supports entrepreneurs as they turn innovative ideas into market-leading businesses, offering guidance on financial structuring and mergers, resource allocation and deployment, strategic planning, strategic introductions, and recruitment. For more information, please visit [www.hlmventurepartners.com](http://www.hlmventurepartners.com).

#### About Long River Ventures

Long River Ventures invests in seed and early stage companies in technology, healthcare, and other related sectors. Formed by a group of experienced entrepreneurs and venture capitalist, Long River is designed and structured to invest smaller amounts of capital, usually as the first institutional investor in rounds of under \$5MM. While we do make investments in the major metropolitan markets, our primary geographic focus is on the smaller cities and research centers of New England. For more information, please visit [www.longriverventures.com](http://www.longriverventures.com).

#### About MedVentive

For more than a decade, MedVentive has worked with leading provider and payer organizations to develop and deploy innovative, clinically sophisticated approaches to successfully reduce healthcare costs and improve the quality of patient care. MedVentive offers a fully-integrated suite of business intelligence and outreach applications that support best-in-class pay for performance programs, physician efficiency profiling and information-sharing, quality intervention, pharmacy management, and point-of-care decision support tools – all built on a risk-adjusted data foundation. Providers and payers use MedVentive technology and services to identify their greatest healthcare improvement opportunities and to act quickly and efficiently to effect change through flexible, tailored solutions. For more information, please visit [www.medventive.com](http://www.medventive.com).