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MEDVENTIVE EXPANDS MANAGEMENT TEAM

New Executives to Lead Client Programs and Initiatives for Growth

WALTHAM, MA – June 2008 – MedVentive Inc., the leading provider of business intelligence and patient/member outreach solutions that help providers and payers improve clinical outcomes while reducing costs, recently welcomed [Christopher J. Bishop](#) as Vice President of Sales & Marketing and [Susan Goldstein](#) as Vice President of Client Services. As MedVentive continues its national growth and product line expansion, their more than forty combined years of diverse healthcare knowledge will shape market strategy and client programs for the next decade.

Chris has an outstanding record of sales growth and leadership at organizations such as Initiate, McKesson, and Versyss. His impressive track record includes repeatable successes in maintaining quarter over quarter double-digit revenue growth, expanding into new markets and business lines, and establishing consistently high performing sales teams.

“I am delighted to be part of this rapidly growth healthcare technology company. I look forward to expanding our national sales program to accelerate the organic growth of the company through geographic and market segment expansion,” stated Chris Bishop.

Susan’s background reflects a broad, deep understanding of the different constituents in the healthcare community. She fulfilled several different roles with notable provider organizations such as Henry Ford early in her career and more recently was a decision-maker at Aetna and Blue Cross Blue Shield of Massachusetts, where she was responsible for creative and innovative tools to deliver care programs to members. Some of her key accomplishments included reducing medical expense over 11% in five years; implementing full care gap improvement programs from inception to covering 3.2 million lives and 33 target conditions; and building strong teams focused on delighting their customers.

For Susan, “The role of the Client Services team is to assist our clients in achieving their business and clinical goals. We start by understanding their unique requirements and then helping them optimize our comprehensive product suite to meet those requirements, whether in the areas of cost, utilization, physician profiling, pharmacy or quality.” She continues, “In previous roles I was responsible for evaluating many different

market solutions. One of the compelling reasons I was attracted to MedVentive was its best-in-class product suite. It allows diverse users to have organized, risk-adjusted knowledge instantly at their fingertips, without requiring a team of analysts to figure it out.”

Nancy Ham, MedVentive’s President, said, “We are thrilled to have attracted two such accomplished executives to the MedVentive team. For providers and health plans there is an increasing need to track and to improve constantly changing care and utilization measures while also having the business insight to negotiate the best contract terms that have positive impact on quality of care. The move to value-based purchasing has been fueling our growth, and we need to grow our team to keep up with the opportunity. ”

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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.