

## **HealthFlash Announces Steve McGraw as CEO and President**

Atlanta – January 30, 2003 – HealthFlash, a leader in compliance management applications for the healthcare industry, announced today that Steve McGraw has assumed the roles of CEO and President, effective immediately.

“Compliance is a multi billion dollar problem in the healthcare industry and HealthFlash has repeatedly proven that it can help our customers save significant time and effort in managing compliance initiatives. I am honored and excited to be able to contribute to this fast growing, industry leading company,” said McGraw.

Gary Christain, Chairman of the Board, HealthFlash: “Steve has a solid history in managing rapidly growing software companies. We are very pleased that he has accepted the position and are confident in his ability to lead the company through its next phase of growth. Steve’s knowledge in customer service, sales and marketing will be extremely beneficial to HealthFlash in the areas of business development and customer experience and implementation.”

With over 20 years experience in the software industry, McGraw has held positions in development, sales, marketing and customer services. He is a Partner with Catalista Partners, and previously has served as Vice President at BT Squared, Vice President of Onewave and has held various sales, sale management and software development positions as Datalogix, Data General and MSA.

### **About HealthFlash**

HealthFlash, Inc., based in Atlanta, Georgia, provides the leading compliance management solution for the healthcare industry. The HealthFlash solution includes a full set of tools that allows hospitals, managed care organizations, and other healthcare entities to better manage their compliance, accreditation, and strategic projects through a single enterprise-wide solution. HealthFlash applications support accreditation and compliance with JCAHO, HIPAA, NCQA, URAC, and CMS standards and are implemented in 32 managed care health plans, 70 hospitals, 87 long term care facilities and several State administrated plans.

### **For additional information contact:**

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