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HEALTHFLASH EXPANDS TEAM

Atlanta, Ga., December 20, 2001 -- HealthFlash has named Brian Bilia as vice president of business development, and Chad Carlisle and Scott McCarty as sales executives.

"Combining high technology and healthcare industry experience, these individuals bring extensive experience that positions HealthFlash for accelerated, profitable growth in new customer acquisition," said David Smith, president and CEO.

Bilia will oversee HealthFlash's new business development strategy and be instrumental in meeting aggressive growth plans. Before joining HealthFlash, Bilia had 10 years of sales and management experience and includes a healthcare channel background. Bilia was strategic healthcare sales manager for Atlanta-based Miracleworkers.com and HeadHunter.net, where he created the leading healthcare specific CRM/ASP applications for hospitals and networks, and provided leadership, training, and sales development for a team of six people. Previously Bilia was director of business development for APS Companies in Roswell, GA, where he was responsible for all aspects of sales, pricing, recruiting, and training for three APS companies and sold a CRM/ASP platform to IT and healthcare companies.

Carlisle joins HealthFlash from Atlanta-based Telemate.net Software, where as an account representative, he was responsible for the entire business development and sales process.

McCarty comes to HealthFlash from StorComm of Jacksonville, FL, a clinical image management systems provider. In addition he has previous experience in both the healthcare and communications industries.

HealthFlash has emerged as a leader in providing software solutions for compliance to the healthcare industry. Whether the healthcare organization is an integrated delivery system, hospital, physician group, health maintenance organization (HMO) or an ancillary healthcare provider, HealthFlash offers software solutions to senior management that focus on managing organizations more efficiently. HealthFlash's applications assist healthcare organizations with projects, accreditation, compliance, and document management. HealthFlash helps organizations manage their compliance process for JCAHO, NCQA and URAC standards, HIPAA and CMS regulations - providing better management of their compliance, accreditation, and strategic projects through a single enterprise-wide application.

MORE

HealthFlash is being used by Kaiser Permanente, St. Jude's Children's Hospital, Blue Cross Blue Shield of Georgia, Yale New Haven Systems and Catholic Healthcare Partners among many other healthcare providers. For more information, contact 678.566.4726, email sales@HealthFlash.net or visit www.HealthFlash.com.

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