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Applied Health Analytics welcomes industry veteran to join as partner

NASHVILLE, TENN. – Sept. 10, 2014 – Applied Health Analytics, LLC, population-health management consultant and developer of an evidence-based software platform that provides business-process support and engagement tools to hospitals and health systems, has hired Russ Guerin as partner.

“I am a longtime admirer of Applied Health Analytics, its leadership and its mission and am thrilled to contribute to the work the company is doing with systems across the country,” said Guerin. “This is a complicated time for hospitals and health systems as they navigate through the complexities of today’s regulations and value-based approach, while wrestling with current payment models.”

“Russ brings three decades of extensive experience within health systems,” said Robert Chamberlain, chairman and CEO of Applied Health Analytics. “He understands the challenges and complexities unique to health systems and hospitals because he has lived them. He has been in our clients’ shoes. He introduced the commercial market strategy at Carolinas HealthCare System as part of its population health and value-base care initiatives. He also understands that today’s healthcare industry requires an unprecedented level of collaboration and communication between constituencies, especially between the provider, employer and patient.

“Russ’s unique insight along with the vision, insight and strategy he brings is invaluable an invaluable asset to our company,” Chamberlain added.

Guerin has more than 30 years of experience in the healthcare industry. He previously served as a healthcare consultant and executive coach for business leaders located throughout the U.S. Guerin was the executive vice president for business development and planning at Carolinas HealthCare System (CHS) where he led development and implementation of community relations, marketing, public relations, managed care, strategic planning and business development strategy. He also implemented the system’s and regional employers’ corporate health and wellness programs. Guerin joined CHS in 1987 as vice president, financial services and has held multiple positions in the organization.

Guerin previously served as a manager at Deloitte & Touche. He holds a bachelor of science in accounting from the University of Illinois and a master of health systems management from Rush University. He is a Fellow in the American College of Healthcare Executives and currently serves on Applied Health Analytics’ Board of Directors as director emeritus.

About Applied Health Analytics, LLC

Founded in 2009, Nashville-based Applied Health Analytics, LLC provides software and consulting services to health systems interested in supporting primary care strategies, growing revenue, improving reimbursement quality and

supporting population-health management initiatives. A joint-venture partner with Vanderbilt University Medical Center's Dayani Center for Health and Wellness, Applied Health Analytics advances the role of hospitals and health systems as they engage employers to enhance individual health and increase share among commercial populations.

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