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Nashville-based health care consulting and software company hires Holley West to lead communications

NASHVILLE, Tenn. – June 6, 2013 – Applied Health Analytics, LLC, population-health management consultant and developer of a sole-source, evidence-based platform providing comprehensive and robust functionality to hospitals and health systems to enable the delivery of best-in-class patient-engagement services, recently hired communications veteran Holley West, APR to lead communications for the company.

West serves as vice president, corporate communications, where she is responsible for communications and public relations. West has more than 14 years of experience, previously working for KVBPR and Borders Group, Inc. She earned a bachelor's degree in English and English Literature from Washington University in St. Louis and is Accredited in Public Relations (APR). West is a member of Leadership Health Care, the Society for Healthcare Strategy and Market Development and serves as Accreditation in Public Relations (APR) chairperson for the Public Relations Society of America – Nashville Chapter.

"Applied Health Analytics' software platform offers a comprehensive suite of application that supports health system interest in the execution of a commercial-market strategy. The complexity associated with this strategy and its execution required us to seek the guidance of a true communications professional," said Robert Chamberlain, co-founder, chairman and CEO at Applied Health Analytics, LLC. "We are thrilled with Holley's decision to join our team. With Holley and the skills and experience she brings, we will better focus our messaging to support our continued acquisition of new business and 100-percent rate of contract renewal."

About Applied Health Analytics, LLC

Founded in 2009, Nashville-based Applied Health Analytics, LLC provides consulting and software services to hospitals and health systems to help them become population-health experts on a community-by-community basis. Applied Health Analytics advances the role of hospitals and health systems as they seek to engage employers to enhance individual health and increase share among commercial populations.

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