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**Nashville-based health care consulting and software company hires Anita Van Melle**

**NASHVILLE, TENN.** – July 24, 2015 – Applied Health Analytics, LLC, population-health management consultant and developer of a sole-source, evidence-based platform that provides business-process support and engagement tools to hospitals and health systems to help them support primary care strategies, grow revenue, improve reimbursement quality and support population-health management initiatives, has hired Anita Van Melle as vice president, account management/Channel Partner integration.

In her role, Van Melle is responsible for the day-to-day supervision and support of Channel Partner (client) accounts where she helps develop and implement strategies that grow, streamline and increase the value of their direct-to-employer business. She also leads the onboarding process for new Channel Partners.

Van Melle has more than 20 years of experience in sales, training operations and engagement in the healthcare software, provider and pharmaceutical space. Other experience includes serving as executive director at the Cheatham County Chamber of Commerce and chief executive officer at Amhil Enterprises, Inc. Van Melle received a Bachelor of Physical Education in Kinesiology and Biology from McMaster University in Ontario, Canada and completed a Mini Masters of Business Administration from Belmont University in Nashville. She is an alumna of Leadership Dickson County and Leadership Cheatham County.

“Anita is a great addition to the Applied Health Analytics team,” said Craig Smith, president, Applied Health Analytics. “As a former COO of a local manufacturer and as a former chamber of commerce executive director, few people are better equipped to understand the challenges employers face when addressing workforce health benefits, their cost and the effect that employee health has on a company’s financial viability. Anita has operated at the intersection of employers and healthcare providers for many years. Her expertise will serve our client health systems well as they continue to build their population-health management capabilities.”

**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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