

FOR IMMEDIATE RELEASE

Chicago, Illinois – March 31, 2010

Organizational Changes at HDMS

HDMS has undergone significant growth in the past few years – from a small company of just 12 employees to over 110 in 2010. In order to better position ourselves for continued long-term, sustainable growth, HDMS is pleased to announce the following organizational changes at HDMS.

- **Lorna Prince, VP of Analytics and Research**, will transition from her former role as VP, Employer Account Management. In this new role, she will establish a Client Advisory group for employers and will work closely with the Account Teams, Product Management, and Sales/Marketing to identify and prioritize new directions.
- **Dan Graovac, VP of Employer Client Services**, will transition from his former role as VP, Consulting. In this capacity, he will have full responsibility for leading the employer client service teams, interfacing with Data Operations and other departments to ensure on time delivery of databases, solutions and analytic services.
- **Kevin O’Mara, VP of Product Management**, will transition from his dual roles leading Health Plan Account Management and Product Management. Kevin will focus his talents on leading this important function, coordinating closely with Employer and Health Plan Account Management, Product Development, and Sales/Marketing.
- **Allison McGee, VP of Plan Client Services and Strategic Development**, will manage our account teams and relationships with health plan clients as well as continue to lead our Strategic Development function and will have continued involvement in key product development initiatives. Allison will also lead the Health Plan Advisory group.
- **Mark Magnuson, VP of Product Development and Information Technology**, will transition from his dual roles leading Data Operations and Product Development. He will focus his energies on coordinating the activities of Product Development and Information Technology functions, working closely with Product Management and Data Operations
- **Tom Graham, VP of Data Operations**, will transition from his role as Sr. Director in Health Plan Account Management. Tom will be working closely with Product Management, Product Development, and Account Management to ensure data quality and timely database updates for our clients.
- **Martin Flagg, Director, Information Technology**, will assume day-to-day leadership of the Information Technology group. Marty has been with HDMS for several years and formerly led the Security function. Under Marty and Mark’s leadership, the IT function will be significantly expanded, starting immediately.



- **Rick Abbot, Sr. Director, Health Plan Account Management**, is a recent addition to HDMS and he will assume leadership of one of our health plan account teams. He will work closely with Data Operations and Product Management, and will also be assisting with Strategic Development.
- **Michele Heeter, Sr. Director, Release Management**, will transition from her role as Director, Training and Support. She will be responsible for planning and coordination of DARTSM releases, as well as continuing to manage end-user security, testing, and menu updates. In this role she will be coordinating closely with Product Development, Product Management, and Account Management.
- **Debra Baxter, Manager, Training and Support**, will manage our client training activities, and her team will also provide support to our clients and internal staff.

About HDMS

Health Data & Management Solutions, Inc. (HDMS) is a software development company offering data warehouse, management and analysis tools for the health care industry. Our web-based products and services provide flexible, high-value reporting, empowering both employers and health plans to maximize the value of their healthcare data and support better decisions.

For more information about HDMS, or the recent organizational changes, please visit our website at www.hdms.com.

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