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<u>**FOR IMMEDIATE RELEASE**</u>

Health Analytics and Data Leader Joins Apervita's Executive Team

*Brad Ryan, M.D., to expand the Apervita community and marketplace
across provider, payer, pharmaceutical and device industries*

Chicago (March 23, 2015) – Apervita, Inc. (www.apervita.com), the fastest growing health analytics & data marketplace, today announced the appointment of Brad Ryan, M.D., as chief commerce officer. In his role, Brad will lead Apervita's commercial, product, and market expansion across provider, payer, pharmaceutical and device segments. He will work closely with Apervita's key customers and partners, enabling them to realize the benefits of liberating their health analytics and data.

"Brad has an unrelenting passion for, and deep expertise in, developing new digital health markets," said Paul Magelli, CEO of Apervita. "As a physician and a leading health executive, he has first-hand experience creating and executing strategies which drive growth and measurable outcomes. Brad will play a key role in guiding our business expansion and product road map enabling the Apervita community and marketplace to address health's biggest challenges."

Prior to joining Apervita, Brad served as general manager for payer and provider solutions at IMS Health, where he led the use of data, analytics and technology to create and deliver health intelligence solutions. Brad was formerly a leader in the healthcare practice for McKinsey and Company, advising top clients on growth strategies including building data, analytics, technology businesses.

"Over the years I've done a lot of speaking and writing on the industrialization of health care and helped enterprises create opportunities to make health more intelligent through digital technologies. Apervita's vision of making health computable is where health care now needs to go," said Dr. Ryan. "Apervita's community and marketplace approach to analytics and data is unique and it empowers the world's professionals and enterprises to innovate more rapidly and share best practices. I am excited to be able to extend it to the entire health eco-system, so everyone can make knowledge computable to improve outcomes and reduce cost on a massive scale."

Dr. Ryan attended medical school at the Johns Hopkins University School of Medicine, followed by a surgery residency at the University of Alabama at Birmingham. Dr. Ryan graduated from the University of Alabama with a Bachelor of Science degree in chemical engineering.

Editor's note: a photo of Dr. Ryan is available upon request.

About Apervita

Apervita is the leading health analytics community and marketplace, where prominent health professionals and enterprises from around the globe are being empowered to democratize the world's health analytics and data to improve outcomes and unlock new sources of economic value.

At Apervita, we believe that health professionals and enterprises have already created the greatest wealth of knowledge that has ever existed. Today, the majority of this knowledge is paper-based or locked into proprietary systems. The Apervita community is already unlocking them, turning them into computable and shareable analytics and applying them to improve health.

Apervita enables health professionals and enterprises to author, apply, publish and subscribe to a market of evidence-based algorithms, quality and safety measures, pathways, and protocols, easily connecting them to data and workflow. Available to every health professional and powerful enough for the entire health enterprise, Apervita provides health analytics at a tenth of today's cost, in a hundredth of the time.

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