



FOR IMMEDIATE RELEASE

Apervita Appoints Accomplished Industry Veteran as VP of Strategic Partnerships

Gavin Yoder brings more than 20 years of channel-growth experience and knowledge to world's first health analytics and data marketplace

Chicago (June 23, 2015) – Apervita, Inc. (apervita.com), the fastest growing community and marketplace for health analytics and data, today announced the appointment of Gavin Yoder as vice president of strategic partnerships. In his role, Gavin will lead efforts to accelerate business growth by building a thriving partner ecosystem consisting of key health industry leaders. He will focus on partners having deep health expertise including group purchasing organizations (GPOs), systems integrators, consulting practices, electronic health record (EHR) vendors, independent software vendors (ISVs) and other relevant health enterprises.

“Our partners have a tremendous opportunity to enable tens of thousands of health enterprises to unlock their data and deploy thousands of analytics into their workflow, by leveraging the Apervita platform. Gavin deeply understands the opportunities and challenges of building and enabling the success of a partner ecosystem,” said Paul Magelli, CEO of Apervita. “Gavin’s history in the health industry has coincided with many major transformations, and at each step, he has shown a deep understanding of how to enable partners to take advantage of this potential. Apervita is at the forefront of the improvement of care through health analytics, and Gavin’s experience, knowledge and passion will be a great asset to building a strong community.”

Prior to joining Apervita, Gavin served as regional vice president, channel sales at Allscripts, where he pioneered the development and execution of their highly successful channel strategy. He has also served as market segment vice president of sales for Net Health, growing and managing all aspects of sales in Occupational Medicine, Urgent Care, Employee Health and Workplace Health markets.

“In my more than 20 years in the health industry, I’ve witnessed the impact that disruptive technological advancements have had, and Apervita has the power to usher in an era where the best care is available everywhere,” said Yoder. “By breaking down industry silos, Apervita has created an innovative and disruptive way for health professionals and enterprises to improve how they treat patients, provide better care and save lives, which is the primary goal of everyone working in health.”

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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