



FOR IMMEDIATE RELEASE

Health Industry Entrepreneur Joins Apervita's Management Team

Peter Sheehan, founder of REPTrax, to lead community growth for the first health analytics & data marketplace

Chicago (May 28, 2015) – Apervita, Inc. (apervita.com), the fastest growing health analytics & data community and marketplace, today announced the appointment of Peter Sheehan as vice president of sales. In his role, Sheehan will lead Apervita's commercial growth, focusing on the expansion of Apervita's analytics and data community. He will be responsible for engaging a broad spectrum of the health industry enterprises, including providers, insurers, pharma and device companies, helping them liberate their knowledge, share it, and apply it to their most pressing problems.

“Peter has a unique understanding of the challenges associated with disparate health analytics and data and how to overcome them,” said Paul Magelli, CEO of Apervita. “As a successful entrepreneur who solved for a significant industry problem, Peter's ability to galvanize an industry to challenge the status quo through a community approach matches up perfectly with what we've set out to accomplish at Apervita. His experience and expertise will be key assets in building our analytics and data community.”

Prior to joining Apervita, Sheehan founded REPTrax, a software startup servicing health providers to help them manage their interaction with vendors. The business was later acquired by deView. Following the acquisition, Peter went on to serve as their national director of sales, building the number one brand for health vendor credentialing. Sheehan also served as director of sales for TeraMedica, which provides an easy-to-use medical image archive for healthcare enterprises.

“Health institutions have already generated a wealth of analytics and data, which combined could have immeasurable impact on peoples' health everywhere. Unfortunately, these valuable assets are locked-up and until now there hasn't been a platform to share them,” said Sheehan. “Apervita's community and marketplace approach is unique, as it empowers health professionals to quickly turn their assets into computable analytics and data, that can then be easily shared and applied within an organization and beyond. For me, it's a thrilling opportunity to be creating the leading community focused on unleashing the greatest wealth of health knowledge ever created.”



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.

Join the community at apervita.com and follow us on Twitter at @apervita.

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