



*Better care coordination
should be this simple.*

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Pharos Innovations Strengthens Leadership Team

Northfield, IL, January 22, 2008 - Pharos Innovations, a pioneer in assisting clients to achieve next generation clinical and financial performance improvement through a device-free remote monitoring platform, today announced the appointment of Bob Rivas as vice president of provider and Veteran Administration sales. With 13 years of healthcare sales clinical experience, Mr. Rivas will enhance Pharos' already innovative, industry-leading management team.

As vice president of sales, Mr. Rivas is the company's liaison with provider organizations and Veteran Administration leadership who wish to expand the reach, efficiency and effectiveness of their complex chronic condition care coordination programs and realize clinical and financial performance improvement. Mr. Rivas has more than 13 years of healthcare experience including three years as a practicing registered nurse and ten years in senior sales positions.

"Pharos is an extremely innovative company that is changing the chronic care delivery paradigm and Bob is a perfect fit with his unique combination of clinical and sales experience," said Dr. Randy Williams, founder and CEO. "Due to tremendous demand for our new model, we are rapidly growing and expanding our management team. Bob will play a key role in helping us meet and exceed marketplace needs."

About Pharos Innovations

Founded in 1995, Pharos Innovations assists healthcare providers and payers in achieving next generation clinical and financial performance improvement. An innovative, device-free platform, Tel-Assurance®, improves care coordination and drives dramatic clinical improvement and cost savings by remotely monitoring patients and averting unnecessary clinical events. Our enabling technologies proactively involve patients in their care and result in the early identification of clinical deterioration.

Tel-Assurance substantially expands the reach, efficiency and effectiveness of clients' current health management programs for complex chronic conditions. The Pharos solution is strongly validated to show measured clinical improvement and financial impact, is the recipient of the prestigious American Heart Association National Outcomes award and was selected for the first ever National Institutes of Health (NIH) sponsored evaluation of remote monitoring interventions. For more information visit www.pharosinnovations.com or call (847) 790-7649.

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