



*Better care coordination
should be this simple.*

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Pharos Innovations Strengthens Leadership Team, Informatics Program

New Pharos team members support company growth and commitment to proving value through reliable, industry-leading program outcomes information

Northfield, IL, January 16, 2009 - 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 it is once again strengthening its management team with the addition of two key appointments in medical informatics and sales/new business development.

Christopher Raphaelian, MPH, will lead Pharos' medical informatics program for the continued development of reliable, transparent and evidence-based program outcomes measures for clients. Brendan McAdams, senior vice president of sales, will support the company's tremendous growth by overseeing sales and business development efforts.

"In today's difficult economic climate, it is more important than ever that our nation's health plans and healthcare providers have access to proven, value-added solutions that reduce costs and increase revenue," said Dr. Randall Williams, CEO of Pharos Innovations. "Our management team is built around the issues that are the most important to our clients. Brendan and Chris are both very experienced and knowledgeable about the challenges faced by health plans and provider groups and what has been proven successful in overcoming them."

Informatics expert enhances development of reliable, transparent program outcomes

Mr. Raphaelian has 17 years of diverse healthcare experience. This includes contracting and analytics for private practice and two nationally-recognized academic physician practices and HIPAA compliance consulting. His most recent experience prior to joining the Pharos team included senior analyst and project management positions at Focused Health Solutions and CorSolutions, two population health management companies, and American Imaging Management, a radiology imaging management company. In those roles, Mr. Raphaelian focused on the interpretation, integration, and management of medical and pharmacy claims and eligibility data sets; program analytics and reporting.

In his role at Pharos, Mr. Raphaelian is responsible for the company's medical informatics program. This includes the development of reliable, transparent and evidence-based program outcomes measures that help our clients prove the clinical and financial impact of their care coordination programs and identify opportunities for health management program enhancements.

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Pharos Strengthens Management Team, add one

Pharos also use this information to continuously adapt and enhance programs to anticipate and proactively meet client needs and continue to offer care coordination programs that provide proof of industry best practice results.

New sales executive brings deep understanding of market needs and challenges

As senior vice president of sales, Mr. McAdams has overall responsibility for Pharos Innovations' sales and business development objectives, with a specific focus on working with health plans looking to expand the reach, efficiency and effectiveness of their health management programs and realize clinical and financial performance improvement.

Mr. McAdams has over 25 years of sales and business development experience in healthcare, telecommunications and financial services. In recent years, he has worked in sales and account management for NaviMedix and Emdeon (formerly WebMD), where he focused on driving adoption of electronic transactions, next-generation workflow solutions and business process outsourcing for large health plans.

Mr. McAdams has worked extensively with all types of managed care organizations, government programs and large and small employer groups. Prior to entering the healthcare industry, he held positions with Veritas (now Symantec) and Informix Software (now IBM.)

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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