

CliniComp, Intl.

FOR IMMEDIATE RELEASE

CLINICOMP INTL APPOINTS STEPHEN ARMSTRONG AS VICE PRESIDENT OF MARKETING

Accomplished executive brings 25 years of domestic and international marketing experience in healthcare information and consumer industries

SAN DIEGO – Sept. 16, 2009 – CliniComp, Intl., a global provider of clinical documentation systems, has named Stephen Armstrong as its vice president of marketing. Armstrong brings more than 25 years of marketing experience in the healthcare information technology (HIT), entertainment software and food and restaurant industries, and has managed the marketing and promotion of well-known consumer brands in the U.S. and Canada.

In his role as vice president of marketing, Armstrong will oversee all aspects of CliniComp's strategic marketing communications. He will be responsible for corporate and brand identities, market intelligence, advertising, and public relations to effectively position CliniComp's *Essentris*® clinical solutions in a competitive market environment, increase brand awareness and market share.

"Stephen is a welcome addition to our team," said Alan Portela, COO of CliniComp. "His proven track record in diverse corporate environments, coupled with an extensive knowledge of the HIT industry and a deep understanding of our clients' needs, makes him the ideal candidate to help CliniComp further expand its market share and industry leadership."

Stated Armstrong: "I am very pleased to join the leading provider of clinical documentation solutions that hospitals trust and rely upon 24/7 to improve the care and safety of their patients. I look forward to helping CliniComp achieve even greater levels of growth and profitability."

Prior to joining CliniComp, Armstrong was vice president of marketing and a founding executive of Patient Care Technology Systems, a pioneer in real-time location-based patient tracking solutions, where he was responsible for corporate and brand identity, market intelligence, and strategic marketing communications.

Previously Armstrong served as vice president of marketing at Entertainment Systems Technology Inc., a developer of interactive entertainment devices for restaurant patrons. He also held senior marketing positions at Pepsico Inc., Tricon Global Restaurants (now Yum! Brands Inc.) and The Pillsbury Company. He spearheaded product development, brand repositioning and the development and implementation of strategic marketing campaigns for major brands at those companies.

A member of the American Marketing Association and the Healthcare Information and Management Systems Society, Armstrong is a graduate of the Honors Business Administration program from the Richard Ivey School of Business at the University of Western Ontario.

To learn more about the enterprise-wide capabilities of the *Essentris* clinical documentation suite, please visit CliniComp at these upcoming shows:

- ACEP Scientific Assembly in Boston, Oct. 5-7 #574
- Electronic Health Records Summit in Tysons Corner, Va., Oct. 27-28

About CliniComp, Int'l

San Diego-based CliniComp, Intl. is a global provider of enterprise clinical documentation systems proven to improve the efficiency and safety of health care providers' highest-acuity workflows. The *Essentris* enterprise suite comprises integrated electronic charting and surveillance solutions for acute, critical, emergency and perinatal care built on an open systems architecture and delivering 100 percent uptime. The *Essentris* suite supports over 57 percent of military health system inpatient beds as the inpatient solution for AHLTA and has supported patient care at leading health care systems such as VA North Texas Health Care System, UCLA Health System and Tenet Healthcare throughout the country for over 25 years. For more information, visit www.clinicomp.com or call 800.350.8202.

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