



simplifyMD Raises \$4.5 Million Round of Financing and Names New President

Healthcare IT company plans growth to provide physicians with a simple solution for electronic health records adoption

Alpharetta, GA – November 14, 2011 – simplifyMD, a complete ONC-ATCB certified electronic health records (EHR) provider, announced today it has secured an investment of \$4.5 million and has named Michael Brozino as President and member of the Board of Directors.

Intersouth Partners, an early-stage venture capital firm based in North Carolina, led the Series A round of financing. simplifyMD will use the funding to build out its experienced sales team and aggressively pursue market opportunities. John Glushik of Intersouth Partners will also join the company's Board of Directors.

"simplifyMD and its market stood out because of the elegant, yet simple nature in which it has met the government's stimulus requirements, while simultaneously reducing operating cost, improving profits and increasing the time physicians are able to spend with patients," said John Glushik of Intersouth Partners. "The addition of Mike further strengthens the company's position, injecting even more industry experience into this already strong team."

Brozino is a 23-year veteran of the healthcare industry, having held senior leadership roles in sales, marketing, product management and support in both Fortune 20 companies and early stage start-ups. He comes to simplifyMD from McKesson Provider Technologies, where he most recently held the position of Senior Vice President of Marketing. Prior to that, he successfully developed and led the go-to-market strategy for McKesson's cardiology solutions in North America. He held key positions with Eastman Kodak Company and A.L.I. Technologies before joining McKesson through its acquisition of A.L.I.

simplifyMD provides physician practices with a straightforward approach to the electronic health records market. Not only simple to buy and implement, its product is simple to learn and use, resulting in actual adoption and broad use by physicians.

"There is a huge need in the market for an EHR system that is low cost, easy to install, easy to learn and that doctors will actually use," said Brozino. "Physician practices recognize the advantage of moving to digital records, but most EHRs haven't delivered a reasonable path without unnecessary complexity. For four years, simplifyMD has delivered a SaaS solution that reduces complexity and delivers immediate impact with a proven return on investment. I'm excited to be joining the company at such a critical time in its growth, and working to continue building that loyal customer base."

About ONC-ATCB

simplifyMD's solution is ONC-ATCB certified, having been inspected and certified by an Office of the National Coordinator-Authorized Testing and Certification Body in accordance with the criteria adopted by the Secretary of Health and Human Services. Use of ONC-ATCB certified EHR technology is a required first step in qualifying eligible healthcare providers for incentive funding available under the American Recovery and Reinvestment Act.

About simplifyMD

Founded in 2006, thousands of end-users log in to simplifyMD every day to manage millions of patient lives. Doctors in 27 specialties and on two continents take advantage of simplifyMD's modern, Web-based platform that melds powerful EHR, medical-grade document management and Patient Health Record technologies for less than the cost of traditional paper folders. Superb service, concrete results and fair pricing have made simplifyMD one of the fastest-growing health IT companies in the nation. For more information, please visit www.simplifyMD.com or call 866-551-0346.

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