



## Avantas Appoints New CEO and New Senior Vice President as Founding CEO Announces Retirement

*Leading Labor Management Company Names Christopher Fox CEO, Jackie Larson as SVP*

**OMAHA, Neb. – June 28, 2012** – Avantas, a leading provider of strategic labor management technology, services and strategies for the healthcare industry, today announced that Christopher Fox, its current senior vice president of growth and innovation, will become the new CEO. The company also announced that senior executive Jackie Larson will step into the role of senior vice president. Both executives will assume their new positions on July 1, 2012, as Avantas' founding CEO, Lorane Kinney, transitions into retirement.

Kinney, who cofounded Avantas in 2002, will continue to serve as a full-time member of the Avantas executive team during this transition period which is expected to take several months. Upon the completion of the transition, Kinney will serve as a consultant to the Avantas Board.

“It has been my great honor to serve Avantas as its leader over these initial years. What a blessing to come to work each day - loving what you do and knowing you're surrounded by the best and the brightest - it truly doesn't get better than this,” said Kinney. With the support of the Avantas Board, Kinney and Fox began to work on this transition over a year ago.

“The time is right. I can't overstate the confidence I have in Chris Fox. It is especially gratifying to know this confidence is universally shared by the Avantas Board, our employees, and our clients. Chris has proven his exemplary skills of leadership and innovation, and with Jackie Larson at his side sharing her subject matter expertise in the field of healthcare labor management and consultative approach to solutions, Avantas is in great hands,” said Kinney.

Fox came to Avantas over six years ago to build the company's technology strategy. Leading a talented team of Avantas experts, he helped to create Smart Square®, the only labor management application developed *by* healthcare professionals *for* healthcare professionals. Since the release of Smart Square in 2007, Fox has played a vital leadership role in executing the company's growth strategies, including new client acquisition and strategic partnership activities.

“Lorane's tremendous leadership and vision will forever be present in Avantas, specifically in the people she has mentored and the work strategies she pioneered that have resulted in the most advanced, innovative work within healthcare labor management,” said Fox. “I am grateful for the opportunity to work with her and our board in the role of CEO and am eager to lead the Avantas team as we continue

to optimize our HELM™ methodology (Healthcare Enterprise Labor Management) to ensure healthcare organizations across the country achieve labor efficiencies and cost savings system-wide. It's an exciting time for our company – the approach for labor management that we have been touting for years is becoming a widely accepted industry model.”

HELM represents a disruptive innovation for the healthcare industry, challenging organizations to rethink what is possible with regard to labor management in all departments. The approach is comprehensive and sophisticated – combining the science of workforce planning, demand forecasting, operational best practices, and a complete set of scheduling and staffing tools. Avantas has leveraged unique experiences across large, multi-site healthcare organizations to detail effective methodologies that help its clients rise above departmental silos and implement a consistent and effective way to integrate labor across the enterprise.

### **About Avantas**

Avantas is an Omaha, Neb.-based company devoted to serving the healthcare industry. Its proprietary scheduling and productivity solution, Smart Square®, is the only comprehensive labor management platform developed *by* healthcare professionals *for* healthcare professionals. Additionally, its consultation services provide its clients tailored best practice labor management strategies designed to drive substantial and sustaining cost and quality improvements across the enterprise. For more information, please visit the Avantas website at [www.Avantas.biz](http://www.Avantas.biz).

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### **Media Contact:**

Jessica Cohen

Email: [jcohen@ariamarketing.com](mailto:jcohen@ariamarketing.com)

Phone: 617.332.9999 x203