



Technology Executive Ron Rheinheimer Joins Avantas to Support Unprecedented Company Growth

Ron Rheinheimer Joins Leading Healthcare Labor Management Company as Vice President; Will Lead Growth, Marketing and Drive New Business Initiatives

Omaha, NE – July 23, 2013 – Avantas, a leading provider of strategic labor management technology, services, and strategies for the healthcare industry, today announced that Ron Rheinheimer has joined the company's executive team as Vice President. Avantas recruited Rheinheimer in response to the company's recent growth and continued market demand for its technology and services. As Vice President of Avantas, Rheinheimer will lead Avantas' growth efforts focusing on business development and marketing initiatives, along with serving as a member of the senior executive team.

Over the last year, Avantas increased its workforce by 30 percent to meet the growing demand for its consulting services and labor management software. As the company continues to grow, Rheinheimer's in-depth experience in growth strategies, innovation, and marketing a wide variety of emerging technologies will help lead Avantas' expansion efforts.

"With increasing consolidation in the healthcare industry, we've seen a growing need for our enterprise labor management approach, as it enables an efficient, consistent labor management strategy for organizations to coordinate care across multiple locations," said Chris Fox, CEO, Avantas. "Ron's experience in managing and growing next-generation technology will be invaluable to our company as we continue to expand, and will help us ensure we continue to meet and exceed all of our clients' needs."

Since labor comprises the largest portion of a hospital or health system's operating budget, optimization of staff can drive savings and improvements to quality across the entire organization. Avantas' HELM™ methodology (healthcare enterprise labor management) represents a disruptive innovation for the healthcare industry, combining the science of workforce planning, demand forecasting, and operational best practices with a complete set of scheduling and staffing tools. This comprehensive approach challenges organizations to rethink what is possible with regard to labor management in all departments.

"Avantas enables healthcare organizations to address labor inefficiencies and realize sustainable, long-term gains," said Ron Rheinheimer, Vice President, Avantas. "This is an exciting time to join a healthcare company like Avantas as the industry is going through a significant transformation with new regulations

and the push to reduce inefficiencies. I'm thrilled to leverage my expertise in growing emerging technologies to help take our company to the next level and help our clients respond to this changing industry environment."

Avantas' SaaS-based solution, [Smart Square®](#), is the only healthcare scheduling and productivity software that combines demand forecasting with robust scheduling functionality, enterprise transparency, and business intelligence tools all in one application. The flexible platform can interface with third-party IT systems, including a client's existing HRIS, EMR, Time & Attendance, and Payroll systems, providing users timely access to actionable data they can leverage to drive significant improvements to clinical, operational, and financial outcomes.

Prior to joining Avantas, Rheinheimer served as Vice President of Strategy & Innovation in the K-12 Technology Group of Pearson. In this role he focused on next-generation learning platforms, the evolution of intelligent content, and learner engagement. Prior to this role, Rheinheimer was VP and GM of K-12 Integrated Learning Solutions (a joint effort between eCollege and Pearson School Systems) and Chief Marketing Officer in the School Systems group of Pearson. Before this, Rheinheimer held a number of executive-level positions at early-stage companies focusing on emerging technology solutions.

Rheinheimer has a BA from Goshen College and an MBA from Villanova University. He has studied at Friedrich-Schiller University in Germany and has completed executive education coursework at Harvard Business School. He holds affiliate memberships with the Healthcare Financial Management Association (HFMA), the Health Information and Management System Society (HIMSS), and the American Organization for Nurse Executives (AONE).

About Avantas

Developers of the HELM™ methodology (healthcare enterprise labor management), Avantas is devoted to serving the healthcare industry. Its proprietary approach to managing labor consists of consulting services and a scheduling and productivity solution, Smart Square®. This comprehensive approach provides its clients with tailored best practice labor management strategies designed to drive substantial and sustaining cost and quality improvements across the enterprise through automation. For more information, please visit the Avantas website at www.Avantas.com.

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