



Press Contact

Thea Lavin

Schwartz MSL

(415) 512-0770

certify@schwartzmsl.com

Certify Data Systems Appoints Software Industry Leader George Morris as Vice President, Engineering

SAN JOSE, Calif. – March 15, 2011 – Certify Data Systems, Inc. announced today the appointment of software industry veteran George Morris as Vice President, Engineering. Morris, a nationally recognized champion of advanced engineering methodologies that have revolutionized software development, brings 25 years of experience and expertise in healthcare and related industries to the company.

As Director of Scientific Information Systems within Research Informatics at Roche, Morris drove changes that transformed the pharmaceutical giant's traditional software development processes. His introduction of Agile, Lean and other engineering methodologies enabled his team to dramatically streamline the design and deployment of software from as long as 24 months down to less than one month. These methods increased transparency into the engineering process, allowed for direct customer feedback and reduced waste of resources.

"We are pleased to have someone of George's caliber join our technical and leadership team," said [Marc Willard](#), Certify's Founder and CEO. "We operate in an industry that's constantly changing and we need to be responsive to the market as well as to our customers' needs. It's critical that we're able to quickly release [product capabilities](#) that reflect our customers rapidly evolving requirements. George's expertise and track record enhance our ability to get out in front of these changes and make our customers active partners in the development process, while further cementing our position as the leading provider of health information exchange (HIE) products to hospitals, health systems and physicians."

"Certify is the clear [technology leader](#) and has made all the right decisions in terms of strategy and approach," said Morris. "Certify has quickly become the [game changer](#) in our industry, bringing new technologies and capabilities to advance health information exchange that will enable the rapidly evolving accountable care model. I'm confident that my experience will enhance Certify's track record of delivering the right technology at the right time to our customers, and building products that are based on direct customer response in a real-world setting. I'm committed to growing and leading our engineering team so we continue to be at the forefront of new technology in our market."

Morris's experience includes building and leading software departments at a wide range of companies, from startups to global corporations. Prior to Roche, he led engineering teams at various life sciences companies, including Applied Biosystems, Celera Genomics and Genetic Health, in roles ranging from Director to CTO. While at Celera – the first company that privately sequenced the Human Genome – he was Director of Engineering for the gene expression division. He has been an invited speaker at numerous conferences including Sun's JavaOne Conference. Before his career in software development, Morris designed stealth vehicles and performed high-energy experiments. He received his degree in Applied Physics from the University of California, San Diego.



About Certify Data Systems

Certify Data Systems, Inc. enables interoperability between hospitals and physicians in a manner that is uniquely easy to deploy, scale, manage and support. Certify employs sophisticated, proprietary technology that is fundamentally different from any other solution available today. Through the HealthDock™ intelligent appliance, Certify simplifies the time-consuming, resource-intensive and traditionally expensive process of interfacing with ambulatory EMRs. Certify gives hospitals and health systems a new tool to seamlessly connect their physicians. The Certify solution delivers health information across the “last mile” of interoperability without changing the way hospitals or physicians work. Certify is headquartered in San Jose, Calif. For more information please visit the Certify website at www.certifydatasystems.com.

HealthDock™ is a trademark of Certify Data Systems, Inc.

[Note to Editors: For a color photo of George Morris, please contact certify@schwartzmsl.com]

###