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## **Healthcare Technology Veteran, David Caldwell, Joins Certify as EVP, Sales & Marketing**

**SAN JOSE, Calif. – Sept. 15, 2008** – Certify Data Systems, Inc. announced today that David Caldwell, a 22 year healthcare industry veteran who has managed a series of highly successful sales organizations for start-ups as well as Fortune 500 companies, has joined Certify Data Systems as Executive Vice President, Sales & Marketing. Certify is a provider of innovative products and solutions that allow different systems to exchange health information, improving patient care, lowering costs and enhancing revenue.

Dave has a distinguished track record of creating and leading highly successful sales and marketing organizations in the areas of medical devices, diagnostics and other healthcare technologies. He most recently led a 230 professional, \$ 1 billion healthcare sales organization at ThermoFisher Scientific. Dave previously developed and led an industry leading sales team and business for Focus Diagnostics.

Prior to his position at Focus, Dave held executive sales and marketing roles with Quest Diagnostics and Baxter Healthcare, where he demonstrated industry leadership and a strong customer orientation.

“We are thrilled to have attracted an executive with such deep healthcare experience. Dave has an impeccable reputation for delivering creative healthcare enterprise solutions, delivered with absolute integrity. He is also a solid team builder. We are proud to have him as an integral part of the Certify leadership,” commented Marc Willard, Certify’s Founder and CEO.

“I am truly excited to be joining Certify. They have developed a fundamentally new approach to a long-standing industry dilemma. This is ‘disruptive’ technology and it is going to be fun introducing it to the healthcare marketplace,” commented Mr. Caldwell.

Dave holds a BA from St. Olaf College, and an MBA from the Kellogg Graduate School of Management at Northwestern University.

### **About Certify Data Systems**

Certify Data Systems, Inc. provides innovative products and solutions that allow different systems to exchange health information, improving patient care, lowering costs and enhancing revenue. Certify provides technology that makes interoperability a reality. Certify delivers all of the benefits of connected healthcare using a novel approach that is easy to deploy and manage, scales rapidly and assures compliance. Certify’s hospital Gateway and physician HealthDock™ appliance work in concert as a completely integrated health information network. Certify deployments have been proven on a large



scale, with hundreds of offices benefitting from the automatic and secure transmission of information. Certify is headquartered in San Jose, Calif.

More information about Certify can be found at: <http://www.certifydatasystems.com>.

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