



AppRev

News Release

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For Immediate Release

AppRev President to retire

Temple, TX --- Jeff Tarte, President and Chairman of AppRev (formerly Applied Revenue Analytics) has announced his plans to retire from the company effective December 31, 2011

Mr. Tarte has been with the company since its inception in 2005. As a co-founder and managing partner, he played an integral part in the company's growth to ten employees and twenty-five clients nationwide.

Co-founder and Chief Executive Officer Seth Avery will assume the role of AppRev's President in addition to his current role. Rhonda Kaliban, Vice President of Sales and Marketing, will assume responsibility for Strategic Partnerships.

"We wish Jeff the very best in the next chapter of his life and thank him for his years of leadership," said Seth Avery.

AppRev (formerly Applied Revenue Analytics) is a privately held Healthcare Business Intelligence company based in Temple, TX. The company specializes in services that improve hospital financial performance. Since its inception in 2005, the company has grown to ten employees and 25 clients worldwide. AppRev's efforts are focused on

optimizing the use and settings of the charge master, and government program recoveries. AppRev's solutions include: Pricing Analytics, ICD-10 Analytics, Charge Capture Analytics and Disproportionate Share Recovery.