



VIRTUOSANT

Virtuosant Technology, Inc. Appoints Eleanor Anderson-Miles as Chief Marketing Officer

Senior marketing executive brings more than 20 years experience in healthcare and technology industries to lead Virtuosant's strategic marketing growth.

Chattanooga, TN.--(Solutions-Daily)--Jul. 22, 2009—[Virtuosant](#) Technology, Inc. today announced the appointment of Eleanor Anderson-Miles as its Chief Marketing Officer (CMO) and member of the Board of Directors. Ms. Anderson-Miles, an accomplished strategic marketing executive for the past twenty years, will be responsible for the strategic marketing leadership of Virtuosant's marketing, communications and customer service divisions.

"Virtuosant welcomes Eleanor Anderson-Miles, a world-class executive, to her new role as CMO during this critical time of healthcare reform and information technology modernization," said David Lee, Chief Executive Officer of Virtuosant. "Her proven experience, leadership and success in healthcare marketing, technology and electronic health records make her uniquely qualified to help guide Virtuosant to success. We are moving rapidly towards the launch of our new Healthcare Operational Portal (HCOP) that helps hospitals and physicians reduce and better manage their costs, and Ms. Anderson-Miles will be an integral part of our planning and execution," he concluded.

"My goal is to make Virtuosant the recognized standard of excellence in delivering information management to healthcare providers during this demanding and changing time," said Anderson-Miles. "Virtuosant's team of skilled and visionary leaders is going to help an often forgotten segment of healthcare delivery, the small and mid-sized healthcare provider, to meet government and state regulations, and I am delighted to be a part of that solution."

In addition, effective immediately, Ms. Anderson-Miles joins Virtuosant's Board of Directors, which has expanded with the addition of Anderson-Miles, from 4 to 5 members.

Through her background in sales, product management, and marketing with several healthcare information technology companies, Ms. Anderson-Miles excels in understanding how to realize market potential. Using extensive research into target markets and audiences, she crafts well-founded messaging, branding, sales approaches, and marketing initiatives that resonate with the marketplace. She has rebranded multiple healthcare companies; she has led the successful integration of three product management groups post-merger; and she has consistently supported sales efforts that have resulted in exponential growth. Ms. Anderson-Miles earned her BA and MA from the University of California, Berkeley.

For more information about Virtuosant Technology, Inc., Virtuosant's Healthcare Operational Portal (HCOP) and Foundation Application Solution Technology™ (VFAST) software, go to www.virtuosant.com or email info@virtuosant.com

About Virtuosant Technology:

Virtuosant produces innovative portal-based software for small to medium size healthcare organizations that helps solve critical business issues through a timely and low cost approach.

www.Virtuosant.com