



Contact:

Beth Frost-Johnson  
VP-Marketing and Business Planning  
MedCurrent Corporation  
Phone: (414)339-7061  
Email: beth.frost@medcurrent.com

FOR IMMEDIATE RELEASE:

**MEDCURRENT ADDS MEDICAL AFFAIRS AND SALES EXECUTIVES FOR ITS  
MEDICAL DECISION SUPPORT TECHNOLOGY**

**Executives to bring more cost-effective model of medical, surgical and radiology benefit management to healthcare payers, hospitals, and physicians seeking to meet federal requirements for Accountable Care Organizations and MIPPA**

TORONTO – June 16, 2010 – MedCurrent Corporation, a leading provider of [medical decision support solutions](#), today announced the addition of Steven Gerst, MD, VP-Medical Affairs, and Jim Knickle, VP-Sales. These executives will drive industry adoption of [MedCurrent OrderRight™](#) among [healthcare payers](#), providers and those developing Accountable Care Organizations (ACO). MedCurrent *OrderRight* links payers, facilities and physicians with an e-ordering technology that delivers patient-specific medical appropriateness information to ordering physicians at the time of ordering, and supports pre-authorization by participating payers.

**Steven Gerst, MD, MBA, MPH, CHE**, will work with payers, providers and electronic medical record (EMR) companies in evaluating clinical and financial benefits of a [medical appropriateness decision support solution](#). He will ensure that [OrderRight™](#) is optimized for current and future medical business models in a quickly changing healthcare environment, supporting [health insurance company medical directors](#) and utilization management professionals.

Dr. Gerst has been an officer of large healthcare organizations including SunHealth (now “Premier” with 1,800 US hospitals), Crawford & Company, and Columbia/HCA where he was President/CEO of the PPO Division. He has worked for large US insurers and was a Senior Healthcare Consultant/Medical Director for what is now PricewaterhouseCoopers. His medical training is from New York’s Columbia



University. He has a Masters' in Public Health/Health Administration from Columbia, and is completing a Doctorate in Healthcare Finance. Dr. Gerst is Board Certified in Medical Management and is a Diplomat in the American College of Healthcare Executives.

**Jim Knickle** will focus on field sales and partner program development. With more than 20 years experience, Mr. Knickle has held key sales and marketing management positions with IBM, Eastman Kodak, and Marconi, and in successful entrepreneurial ventures. For the past 15 years, Mr. Knickle has focused on healthcare technologies with a specific concentration on implementing workflow improvement solutions in large hospital systems. He was managing director of US Sales for Merge Healthcare, where he established partnerships for customized software development among leading medical imaging manufacturers and resellers. Most recently, he served as VP of sales for a software firm providing business intelligence systems to US hospitals.

“We welcome two highly accomplished individuals who will help organizations understand why [medical decision support tools](#) are emerging as a preferred option to [radiology benefit management](#) (RBM) model. Driven by the knowledge, understanding and experience of physicians, MedCurrent software can help insurers and physicians eliminate inappropriate tests, reduce expensive UM denials and appeals, and assist clinicians in ordering the most [appropriate diagnostic imaging](#), thus improving quality, lowering costs and decreasing outstanding accounts receivable balances,” says [Stephen Herman](#), MD, MedCurrent President.

*OrderRight* uses a [rules-based system](#) driven by knowledge and experience of physicians and supported by evidence from renowned medical associations and academic environments. *OrderRight* includes a patent-pending Rule Authoring Studio™, providing rule control and flexibility for clinical and regulatory responsiveness. *OrderRight* can be used as a stand-alone solution or integrated within a payer's provider portal, an EMR or RIS.

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#### ABOUT MEDCURRENT

MedCurrent (<http://www.medcurrent.com>) develops medical appropriateness decision support systems that provide information to physicians at the point of care to facilitate their ordering of the most medically appropriate procedures. Using rule-based criteria adopted by leading clinical associations, as well as tools for organizations to create their own rules, these solutions help healthcare payers and providers improve patient care, avoid unnecessary procedures, reduce inappropriate utilization, and mitigate costs. The company sells to payers, providers and partners including EMR, RIS and PHR vendors.