

Contact: Alyson Kuritz  
CPR Strategic Communications  
(201) 641-1911 x51  
[akuritz@cpronline.com](mailto:akuritz@cpronline.com)

**FOR IMMEDIATE RELEASE**

**NAVIGATORMD HIRES CPR STRATEGIC MARKETING COMMUNICATIONS  
FOR NATIONAL PUBLIC RELATIONS CAMPAIGN**

**ELMWOOD PARK, N.J./ KNOXVILLE, Tenn. – February 23, 2009** – NavigatorMD, Inc. ([www.navigatormd.com](http://www.navigatormd.com)), a leading “benefits intelligence” software company providing integrated healthcare plan analytics in support of value-based plan design, has engaged CPR Strategic Marketing Communications (CPR) to provide marketing communications and public relations initiatives. CPR ([www.cpronline.com](http://www.cpronline.com)) is developing and implementing a variety of communication outputs to drive industry awareness of NavigatorMD’s ability to collect, integrate, and organize healthcare data to optimize value-based health plan designs.

NavigatorMD’s Design 180™ generates the information needed for initiating interventions that incent individual behavior changes, improve member health, increase workforce productivity, and lower healthcare cost trends.

“We are confident that CPR will provide us with robust marketplace positioning, based upon its proven expertise and experience in healthcare,” says Ernest T. Youngblood, founder, president, and CEO of NavigatorMD.

NavigatorMD addresses the widespread need to quickly and easily analyze health plan data for cost savings potential. Its data management technology creates the means to manage and control health costs for the benefit of both employers and employees by applying successful business enterprise management principles to a health plan.

“We are pleased to play a role in the success of NavigatorMD and support the positioning of its innovative turnkey approach to the management and control of health plans,” says Joseph Carabello, president and CEO of CPR. “Navigator’s focus on value-based healthcare design is gaining wide receptivity among employers and plans, and

brokers, third party administrators and other intermediaries find Navigator to be a valuable asset in their product portfolios.”

**About NavigatorMD**

NavigatorMD collects, integrates, and organizes healthcare data for Value-Based Health Management™ and, using that data, provides the means to determine the best plan design to improve outcomes. NavigatorMD calculates the return on investment on the plan incentives and wellness activities of its plan members. Visit [www.navigatormd.com](http://www.navigatormd.com).

**About CPR Strategic Marketing Communications**

Founded in 1981, CPR draws upon its firm understanding of the challenges and successes of the healthcare industry to deliver strategically guided public relations, advertising and interactive services to a wide variety of established and emerging organizations. Our solutions draw directly upon the over 100 years of combined healthcare experience of our team to provide innovative and effective corporate and product communications campaigns. For more information, please visit [www.cpronline.com](http://www.cpronline.com), or e-mail [pr@cpronline.com](mailto:pr@cpronline.com), or call 201-641-1911 x50.

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