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CPR for Center for Health Value Innovation
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THE CENTER FOR HEALTH VALUE INNOVATION APPOINTS CPR STRATEGIC MARKETING COMMUNICATIONS TO LEAD PUBLIC RELATIONS INITIATIVES

ST. LOUIS, Mo./ELMWOOD PARK, N.J. – April 30, 2008 – The Center for Health Value Innovation (www.vbhealth.org), the nation’s premier not-for-profit (501c3) organization representing industry stakeholders committed to sharing the evidence that value-based health designs improve health status and reduce health cost inflation, has selected CPR Strategic Marketing Communications (www.cpronline.com) to lead its marketing communications and public relations initiatives.

“We chose CPR based upon the firm’s strong understanding of the healthcare marketplace, its connectivity to the media, and its appreciation of the role of value-based design in achieving optimal health for each individual,” says Cyndy Nayer, president of the Center for Health Value Innovation.

Members of The Center for Health Value Innovation include large and mid-size employers, health plans, integrated delivery systems, self-funded unions, municipal and state governments, medical management firms, pharmacy benefits management companies, vendor organizations and others which benefit from analytic tools, educational programs and collaborative connections to innovators in value-based health design.

“We are gratified to have this opportunity to work closely with this outstanding organization which represents the nation’s prestigious thought leaders in value-based health design,” says Laura Carabello Principal of CPR Strategic Marketing Communications. “As a result of this campaign, we expect the Center to attract additional members from stakeholders throughout the health delivery system and expand its organizational footprint as the foremost resource for advancing value-based design.”

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, or e-mail pr@cpronline.com, or call 201-641-1911 x50.