

THE TEAM

Christopher Parks, *Co-Founder and CEO*

Recently named by the Nashville Business Journal as one of four top healthcare innovators in Middle Tennessee, Christopher Parks serves today as CEO of change:healthcare, the company he established in 2006. His career spans almost twenty years in healthcare, sales, operations and consulting. His first position was a Program Manager for disease management firm Healthways, where he led the start-up and management of two inpatient/outpatient hospital-based chronic disease clinics. Four years later, he became a senior consultant at HealthCare Microsystems, responsible for the company's business with HCA. Then, as Regional Director of Operations for National Seating & Mobility, he increased same store sales and total market revenues and oversaw the Kaiser southern California seating & positioning capitated agreement. His most recent position was with Global Healthcare Exchange (previously Neoforma), a billion dollar healthcare technology and services organization, where he held a series of national services and sales positions. He is a graduate of Middle Tennessee State University.

Robert Hendrick, *Co-Founder and COO*

Hendrick is co-founder of change:healthcare and leads the team as chief operations officer. He launched his career as an entrepreneurial executive in 1992 co-founding Creative Syndicate, the first interactive design agency in middle Tennessee. The firm later merged with Edge Internet Services to become Edgenet Media. While at that company, Hendrick was chief marketing officer overseeing product development and acquisition growth involving some of the region's marquis brands. He later co-founded InClabs to support new companies within the technology and healthcare industries in the early stages of their growth. Hendrick is a published author of historical fiction and sits on the board of Houston, TX-based Controlled Healthcare and the Mid-South Chapter of the National Multiple Sclerosis Society. He has a bachelor's degree from Auburn University and a Masters degree from The Ohio State University, through which he also held a one-year foreign fellowship at the University of Bonn in Bonn, Germany.

Dian Luffman, *Director of Marketing*

Luffman brings a wealth of experience to change:healthcare where she develops and manages the company's product and marketing strategy and execution. She began her marketing career with Square D Company, developing sales collateral material which evolved into leading the company's marketing communications department. In 1996, she joined American General Life and Accident where she developed strategic plans, marketing collateral and sales-based incentive meetings. She entered the financial sector in 2005 when she was chosen to head marketing at Informa Investment Solutions (previously Investment Scorecard). Luffman sits on the local Board of Directors of Our Kids, Inc. a not-for-profit organization that provides expert medical and psychosocial services for children when there are allegations or concerns of child sexual abuse. She graduated summa cum laude from Middle Tennessee State University, earning a BBA in Marketing and a Minor in Business Administration. She also holds the Associate, Customer Service (ACS) designation.

Chris McIntyre, *Director of Product Management*

As Director of Product Management, McIntyre develops and manages change:healthcare's growing list of current and future products. It's his first foray into healthcare, but another in a long line of entrepreneurial product and media offerings to consumers. McIntyre comes to change:healthcare from the Founder/CEO position of Podcast Alley, a San Francisco-based internet company that indexes and distributes consumer podcasts of all genres. He was also a founder and senior product manager at broadband entertainment network Mevio (formerly known as PodShow), founder and CEO of Anrovia Design, a Chicago boutique agency that develops online and offline marketing campaigns, print collateral and websites for the bioscience and gourmet housewares industries, and founder and CEO of Shirts By Mail, an online textile printing company. The entrepreneurial executive holds degrees from Purdue University in Computer Graphic Technology and Computer Programming Technology.

Matt Mueller, *Project Manager*

Mueller is the project manager in charge of all web design and execution for change:healthcare. His entrepreneurial experience encompasses everything from client service in the food industry to managing his own web design company. Along with his internet work for change:healthcare, Mueller has also served as a project manager with IsightTech, a technology firm based in Orlando, FL. He holds a double BA in philosophy and international relations from Conway, Arkansas-based Hendrix College.

George Sibble, *Director of Finance and Strategy*

As director of finance and strategy, Sibble oversees execution of the consumerism company's financial activity. He graduated from Vanderbilt University with a Bachelor of Engineering degree in August 2006 and completed his MBA at the Owen Graduate School of Management in December 2008. During his collegiate career, he served Owen as a Systems Analyst and the School of Engineering as an Information Technology Analyst, successfully tackling large scale IT-related projects for both schools. He was Chief Executive Officer of a Boston, MA-based company, Paintball Guru, before selling his interest in the web-based business.

Page Thompson, *Director of Sales*

Thompson brings fifteen years of financial and sales experience to change:healthcare, joining the company shortly after its launch to lead its sales efforts. He began his career opening and managing an office for investment broker Edwards Jones. As Vice President at Colorado Springs-based NetGrafx Internet Web Services, he managed the sales and marketing functions that developed commercial web applications. Most recently, he was instrumental in opening and creating new customer markets and managing strategic client relationships at Edgenet. Thompson has a Bachelor of Science degree from Kansas State University.

Katrina Welty, *Project Manager*

Welty's duties as project manager for change:healthcare encompasses everything from implementing new client relationships to supporting the research, sales and marketing functions of the healthcare company. Over the last five years she has worked in various campaign and intern positions with the Leukemia and Lymphoma Society, American Cancer Society and the Ohio Agricultural Research and Development Center. Welty is a cum laude graduate of Vanderbilt University.