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## PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

# **Amplity Health Announces New Executive Appointment**

## ***Mohan Ganesan Joins the Organization as Chief Financial Officer***

**Yardley, PA—June 1, 2015—**Amplity Health—a leading provider of customized, omnichannel healthcare sales, service, and clinical teams—announced today that Mohan Ganesan has joined the organization as chief financial officer (CFO).

Ganesan assumes responsibility for all of Amplity Health’s financial operations and will join the executive leadership team to provide strategic guidance for the organization. Most recently, he held the position of vice president, finance and M&A at Telerx. Previously he served as vice president, finance at the healthcare information technology company, Epocrates, where he established the financial analysis team and played an integral role in the acquisition and post-merger integration of Epocrates by Athenahealth. Prior to that, Ganesan had served in finance roles with both Amicus Therapeutics and Pfizer.

“I am very excited to have Mohan join the executive team at Amplity Health,” stated Michelle Keefe, president and CEO of Amplity Health. “Mohan brings to his new role both significant finance expertise as well as leadership experience with a variety of healthcare companies. We are thrilled to have him join the leadership team!”

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**For business inquiries, please contact Amplify Health Business Development at (215) 525-9800.**

**About Amplify Health**

Amplify Health designs and implements customized, omnichannel healthcare sales, service, and clinical teams. From in field to inside and from promotional to clinical, Amplify Health centers-of-excellence include field sales and service, live video detailing, inside credentialed sales specialists, inside sales and service, clinical health educators, and medical science liaisons. A wide range of vital support solutions—each of which serves all of the company’s message delivery channels—includes recruiting, training, performance management, operations, data/analytics, and compliance. Amplify Health provides the human touch to precision cross-channel messaging delivered at the right time and through the right channels to achieve maximum impact.