

CORPORATE BACKGROUNDER

*To be more efficient, today's healthcare professionals must master new medical technology and equipment.
Leading the charge and saving lives: The Breakaway Group.*

It's no secret that to survive in the 21st century, our healthcare system must reduce costs and improve the quality of service. Despite spending \$1.8 trillion each year on healthcare, the United States ranks 37th of all countries in healthcare quality. While politicians, scholars and healthcare executives debate potential solutions, one concept has emerged as a clear solution — the industry must embrace technology in order to thrive.

Because technology makes healthcare professionals more efficient, many experts believe the answer lies in better information technology. But, is it enough to throw more money at technology? Can healthcare providers solve their problems by simply making another software purchase?

Even with current technology and equipment, up to 98,000 Americans die each year as a result of preventable medical errors. Statistics like these indicate that healthcare professionals likely do not have adequate technology, or are not using current equipment to its full potential. And, adopting new technology takes time and energy — resources that are in short supply in today's healthcare industry.

Enter The Breakaway Group. The firm helps healthcare professionals spend less time learning technology, and more time treating patients. The firm uses the Breakaway method, a unique approach to help clinicians quickly adopt new technology and equipment.

A Flight Simulator for Healthcare Professionals

The Breakaway Group was founded in 2000 by learning and organizational change veteran Charles Fred, who recognized the need for healthcare organizations to regard employees as consumers of learning. Fred knew that some of the industry's problems could be solved by making the adoption of new technology simple and fast.

The Breakaway method is a customized learning solution that includes innovative simulations and on-the-job coaching to help clinicians incorporate new technology and immediately become more efficient. Some of the nation's largest healthcare providers have employed this unique approach as a way to increase efficiency and profitability.

Because not all healthcare professionals require the same level of proficiency, the Breakaway method identifies a "need-to-know" proficiency level for each clinician, helping them to better serve their

patients. This concept is in stark contrast to traditional learning and training methods, and has the potential to change the entire landscape of healthcare quality and clinician efficiency.

The Breakaway method of technology proficiency is based on Fred's best-selling book "Breakaway," originally published in 2002. Fred created the Breakaway method after years of experience in learning and scores of interviews and research with more than half of the world's Fortune 500 companies.

Solving the Healthcare Crisis, One Clinician at a Time

Based on the tremendous success of healthcare providers across the country, the Breakaway method is clearly working. The results of the Breakaway method: better patient care, fewer errors, more efficient providers and a safeguard for technology investments. Seven years into its mission, The Breakaway Group has grown exponentially in response to great demand. The company increased revenue by 580 percent in 2005 and a projected 224 percent in 2006.

The key to the firm's success: The Breakaway Group is committed to its clients the same way that healthcare professionals are to their patients. The firm uniquely promises to always leave more than it takes, leaving healthcare professionals with the knowledge and skills to better serve their patients while taking as little time and resources as possible.

Connecting the Top Minds in Healthcare to Make a Difference

The Breakaway Group is headquartered in Denver, Colo., and serves local and national healthcare organizations. With an innovative method and a top-tier executive team, The Breakaway Group is one of the fastest-growing consulting firms in healthcare. The firm's executive team consists of some of the healthcare industry's most innovative and well-respected professionals.

The executive team unites the best and brightest from the healthcare and technology industries. The team combines knowledge from years of experience with organizations such as Abbott Laboratories, Agilent Technologies, Amerisource Bergen, Centura Health, GE Healthcare, Lucent Technologies, Oracle and VHA Great Lakes Healthcare System. The team uses its extensive expertise to help healthcare providers become more efficient, save money, and make a real difference in the quality of care.

For more information, visit www.TheBreakawayGroup.com.