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for immediate release

## Vanguard Health Systems Selects Tea Leaves Health as a Partner for Strategic Growth Initiatives

**Roswell, GA - August, 2012** – Tea Leaves Health has announced today an agreement with Vanguard Health Systems (Nashville, TN), an operator of hospitals and other medical facilities in 5 states. Vanguard will use the Tea Leaves Health *Strategic Growth Platform* to provide the company advanced business intelligence applications to meet strategic growth initiatives.

“Vanguard understands that with the challenges and opportunities presented by health care reform and emerging reimbursement models, we need to think beyond old-school tactics and find better ways to understand our markets and positively impact the health of the people we serve,” explained Devin Carty, Chief Marketing & Experience Officer at Vanguard Health Systems. “We looked at a number of solutions, but it was clear to us that Tea Leaves provided the right vision along with the best technology and support structure to meet our needs. We are enthusiastic about this partnership.”

Jim Schleck, founding partner at Tea Leaves Health, added “We couldn’t be more excited about the partnership. From the beginning it was clear to us that we shared a common vision with the Vanguard team and that they were on board with our ideas to build and deliver a new and better solution for providers. With Vanguard’s support, we look forward to evolving our products and services to even greater levels.”

The Tea Leaves Health Strategic Growth Platform advances the art and science of healthcare business growth by integrating broader data sets and functionality – including strategic planning, consumer analytics/CRM, physician analytics/CRM, employer, preference, satisfaction, predictive analytics, and quality – into an intuitive web-based platform. With the Strategic Growth Platform, healthcare providers are able to see how marketplace influences are affecting care delivery and then tactically implement and measure strategies that will positively impact the behavior of consumers and physicians. The application supports initiatives around population health management, readmission reduction/care transmission, and chronic care/disease management programs. To learn how the Tea Leaves Health Strategic Growth Platform can be leveraged to help your organization, visit [www.tealeaveshealth.com](http://www.tealeaveshealth.com).

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About Tea Leaves Health [www.tealeaveshealth.com](http://www.tealeaveshealth.com)

Tea Leaves Health was formed in 2011 by a team of experts with over 35 years of combined experience in strategic growth for healthcare. The Tea Leaves' *Strategic Growth Platform* is the only healthcare application comprehensive enough to provide the business intelligence and tools needed to leverage proprietary data and marketplace analytics, targeted and personalized content, and message delivery through any communication channel to drive strategic growth from high-value consumers and physicians.

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