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Entrada Announces Additions to Senior Management Team

ENTRADA NAMES ROB TRUMBLE AS COO AND MARTY FITZGERALD AS CIO, BRINGING VALUED LEADERSHIP AND OVER 40 YEARS OF COMBINED HEALTHCARE AND MANAGEMENT EXPERIENCE TO ENTRADA'S TEAM

NASHVILLE, Tenn., February 28, 2013 - Building on its accelerated growth in 2012, [Entrada](#) recently announced that Rob Trumble and Marty Fitzgerald have been named Chief Operating Officer and Chief Information Officer, respectively. Trumble and Fitzgerald add a combined forty years of healthcare IT and management experience to Entrada's team. With these two new additions, Entrada is positioned for another year of success, as its EHR partnerships continue to flourish and as its [innovative technology solutions](#) continue to make physicians and staff increasingly productive before, during and after their transition to electronic health records.

[Trumble](#) joins Entrada with over two decades of experience building and leading high performing teams across multiple sectors, including healthcare, financial services and the military. Prior to joining Entrada, Trumble led the International Product team at a Nashville based provider of global health and well-being solutions. Alum of GE Capital Lean Six Sigma and a proud former member of the U.S. Army's 3rd Ranger Battalion, Trumble brings a process-oriented background and teamwork experience to Entrada.


"Rob brings a diverse background to Entrada, including executive roles in large organizations as well as small, fast growing ventures. Rob has been successful in leading product and operation teams and is well versed with communicating effectively across departments. I believe he will be an exceptional asset to have at Entrada," noted Bill Brown, CEO of Entrada.

[Fitzgerald](#) brings twenty years of IT experience to Entrada, with a proven track record of delivering healthcare IT solutions and integrating disparate systems within single and multi-facility provider settings. Fitzgerald was one of the founders of a company focused on real-time intelligence and most recently served on the healthcare innovation team for a Fortune 500 company; drawing on his depth of knowledge and executive experience to help introduce new product offerings to the healthcare market.

"Entrada was looking for a forward-thinking CIO with the strategic planning skills to accelerate and achieve its scalability goals in 2013 and beyond. Marty thrives in fast-paced companies and is a great fit with the Entrada culture. I look forward to watching the development and progression of Entrada's cutting-edge product suite under Marty's leadership." Bill Brown, CEO of Entrada.

About Entrada

Entrada provides innovative workflow solutions that protect physician productivity and revenue by enabling physicians to continue dictating before, during and after the migration to an EHR. Entrada's cross-platform solution, available for Apple iOS, Windows Mobile and PC platforms, enables the capture of the narrative portions of the note, woven alongside structured data, to support chart completion. Alternatively, Entrada's Real-Time Speech-to-Text enables physicians to quickly populate text within EHR templates for those who wish to self-edit.



Unlike traditional voice-rec solutions, Entrada's cloud-based engine is accessed through a simple web app, ensuring a quick and painless installation. For more information, visit www.EntradaHealth.com. Follow Entrada on Twitter @EntradaHealth or Facebook at /EntradaHealth.